

# ATEED Inbound Tour Operator Survey

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angus  
& ASSOCIATES



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# Key Findings

- This research was conducted to gain a better understanding of the value of the ITO sector to Auckland, and the markets that ITO's are operating in. This information will serve as a baseline from which ATEED can assess change in the future.
- It is estimated that the ITO sector is worth \$139 million to Auckland in terms of the revenue gained from international visitors consuming product in the Auckland region. On average 28% of an ITO's total NZ revenue relates to the consumption of Auckland product, and it is estimated that 487,000 (or 77% of) ITO customers are visiting Auckland for at least one night.
- It is estimated that the ITO sector handles bookings for between 40% and 55% of international leisure visitors to New Zealand.
- ITO's are most commonly working in the Australian, Chinese and North American markets, followed by the Indian market, the 'rest of Asia', and the 'rest of Europe'. The outlook is very positive for the next three years – especially in relation to the China market and Asian markets more generally, but also for North America, the UK and Latin America.
- Generally booking lead times decrease by market proximity. The Indian and Chinese markets (both currently growing quickly) have the shortest lead times (with around 40% of bookings occurring in the month prior to travel), while the UK market exhibits the longest lead times.
- A high proportion of ITO's employ staff with Chinese language capability. Japanese, German and French are also reasonably common capabilities. In terms of the markets that ITO's operate in language capabilities generally match, however it may be that there is a need for more capability in future around Indian languages and Spanish/Portuguese, as the Indian and Latin American markets are growing and currently capability is limited (although it may be that these markets are confident dealing in English).
- The average ITO employs 9-11 FTE's (off peak/peak), brings 8,200 international visitors to New Zealand each year, and generates \$6.4 million in revenue. There are a wide range of ITO's operating in the New Zealand market - from very small boutique operators to large multi-nationals.
- The major barrier to growth of Auckland business cited by ITO's is the price and/or availability of hotel rooms in the city during the peak period – and especially at times when a major event is occurring. Following this was the lack of new free and/or low cost attractions centrally located and suited to groups.

# Background & Objectives

## Background

Tourism generates in excess of \$3 billion of GDP per annum for Auckland and supports more than 50,000 full time jobs. ATEED works closely with the tourism industry along the travel value supply chain ensuring that Auckland tourism product and content is well represented.

Inbound Tour Operators (ITO's) function within this value supply chain and a clearer view is required on the value this sector brings into the Auckland region. As part of this, ATEED is keen to understand the international markets that New Zealand ITO's are working in and what expenditure pertains specifically to Auckland.

This information will serve as a baseline from which ATEED can understand how the work it does with Inbound Tour Operators in the future impacts on the bookings that come through agents.

ATEED has undertaken this research in conjunction with the Tourism Export Council of New Zealand (TEC).

## Objectives

- The overarching objective of the research is to understand the value of the ITO sector and identify opportunities to help this traditional trade channel grow.
- Within this, ATEED wants to understand: spend data for Auckland, the international markets ITO's work with, how booking lead times vary by market, the current size of each ITO (FTE's/turnover) – to allow ATEED to understand growth over time, and the language capability/services provided by ITO's and how this fits with the markets they are targeting.

# Methodology & Sample

## Methodology

A quantitative research methodology in the form of an online survey was implemented to address the research objectives. We undertook a mixed method approach - utilising both an online survey and telephone/email follow up where necessary with the 'unresponsive' set, to maximise the number of participating operators. Given the relatively small size of the target sample, as well as budget restrictions, the telephone follow up was capped at n=15 ITO's.

The questionnaire was developed to address the specified objectives, with input from TEC also received. It was also piloted with an ITO to ensure the suitability of the questionnaire at an operational level. In order to assess relative business volumes, including customer numbers and revenues, the survey included a set of questions assessing the relative proportion of business from the different source markets, as well as booking channels. Specifically, survey respondents were asked to provide percentages for each question category adding up to 100% in total.

The survey took 20-25 minutes on average to complete – longer than the initial specification of 10-15 minutes (which may have impacted on response). It was administered using Angus & Associates' affiliate *getsmart* data collection system. The survey was also supported by communications from TEC and pre-notification/endorsement to the target audience (including a copy of the question set). An incentive of the chance to win a Mudbrick Vineyard wine pack was provided.

## Sample

ATEED and TEC identified 81 ITO's to invite to complete the survey. From this initial list there was one decline at the pre-notification stage (not an ITO), one ITO that had merged with another, two 'bounce backs', and 77 successful contacts. In total 31 surveys were completed - a response rate of 40% (26 of these were TEC members – a response rate of 49%). A brief review of respondents versus non respondents did not give rise to any particular concerns in terms of under or over representation of particular groups in the sample. If anything, it might be that ITO's in the MICE and FIT markets are slightly over represented and ITO's in 'rest of Asia' and Latin America markets are slightly under-represented, but this is difficult to quantify.

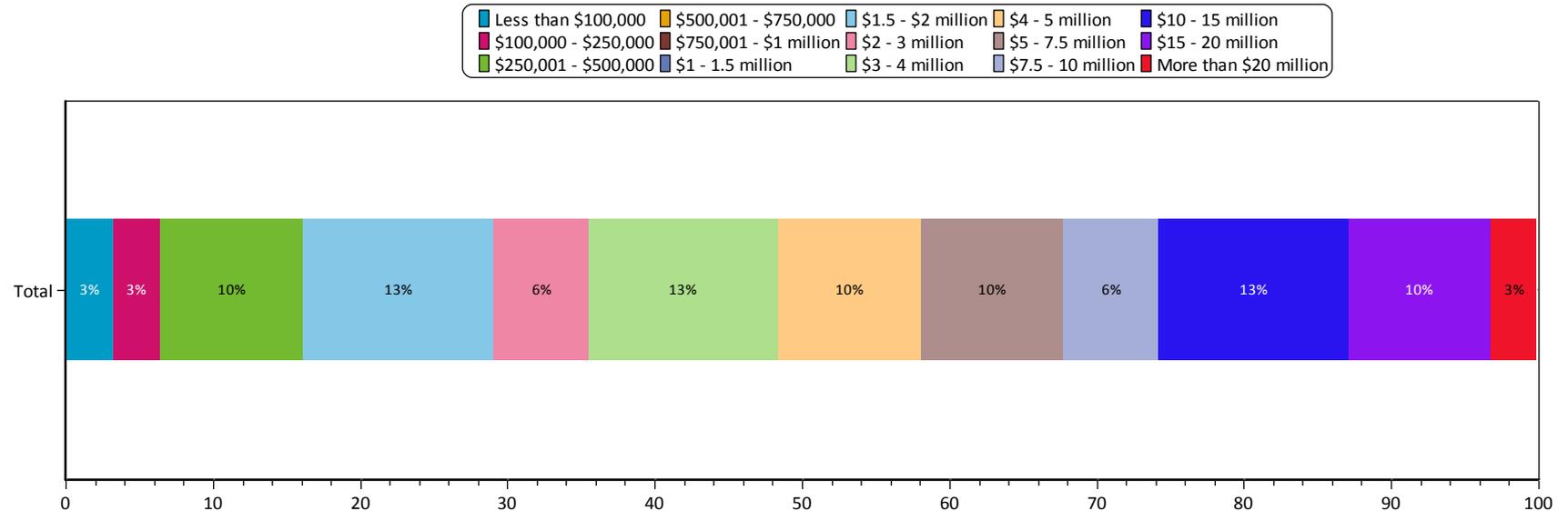
# ITO Sample Summary

- *What was your operation's total revenue in the last financial year (for NZ only if you have offices overseas)?*

Approximately half of respondent organisations reported total New Zealand revenue of up to \$4 million in the last financial year, one quarter reported revenue of between \$4 and \$10 million, and one quarter reported revenue of more than \$10 million. Using a mid-point analysis, total NZ revenue from the respondent group can be estimated at just under \$200 million per annum, and for all ITO's (based on the sample representing 40% of the market) at \$496 million.

Not surprisingly, staff numbers increase as does revenue. Organisations with revenue up to \$2 million employed an average of 5 FTE's, those with revenue between \$2-5 million employed an average of 7 FTE's, \$5-10 million 8 FTE's, \$10-15 million 15 FTE's, and \$15 million plus an average of 23 FTE's (note, 2 outliers were removed to generate averages – averages are based on the mid point between high and low season employment).

**Operations Total Revenue (Last FY)**

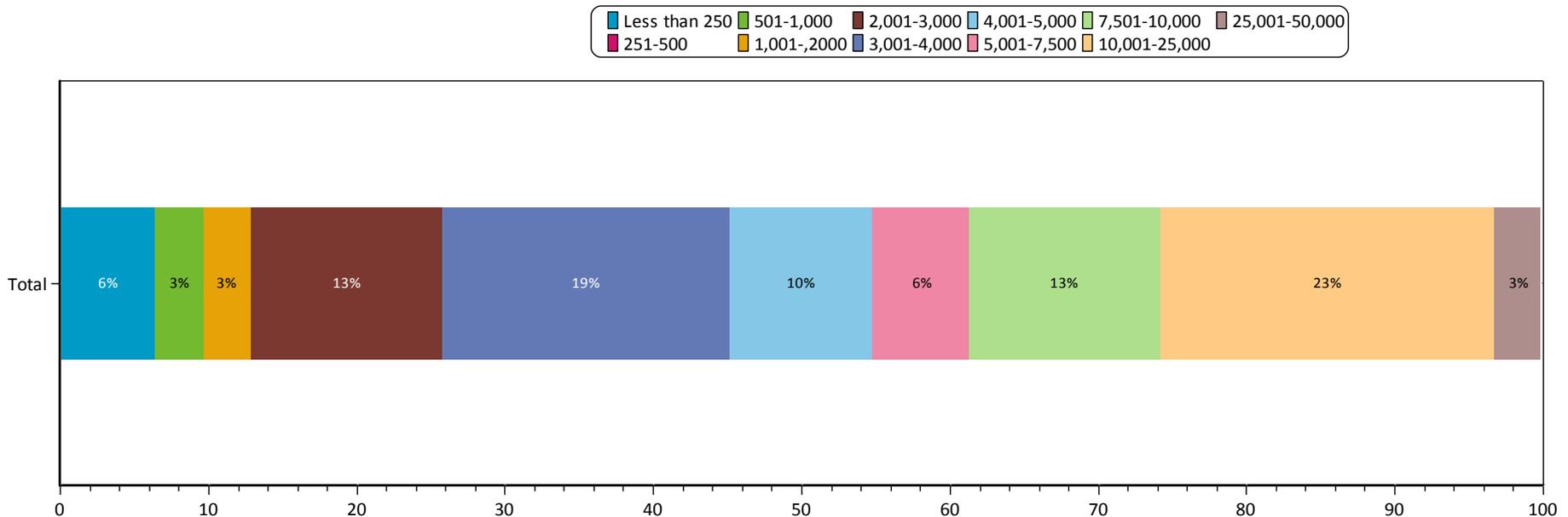


# ITO Sample Summary

- *Approximately how many international visitors/customers did your organisation serve in the last 12 months in New Zealand?*

One quarter of the sample served up to approximately 3,000 international visitors/customers in New Zealand in the last 12 months, half served between 3,000 and 10,000, and one quarter served 10,000 or more. Using a mid-point analysis, total international customers from the respondent group for the past year can be estimated at 254,500, and for all ITO's (based on the sample representing 40% of the market) at 632,000.

## International Visitors/Customers Served (Last 12 months)



# Staff Specialisation and Language Capabilities

- *If any of your staff specialise in specific markets or segments, please describe these specialisations below.*
- *And what specific language capabilities (if any) do your staff have?*

Most commonly, staff specialisations were split by business mix (e.g. FIT, group, premium) or by geographic market. China was the most common geographic market in which staff specialised, followed by Japan. Some ITO's also have staff that specialise by experiential markets (e.g. ski, super yachts).

ITO staff most commonly have language capabilities in Chinese and Japanese, followed by the European languages of German and French. Generally language capabilities match the main markets ITO's are operating in, as outlined on the following page, although there may be some un-matched demand for capability in Indian and Latin American languages (both of which are growth markets).

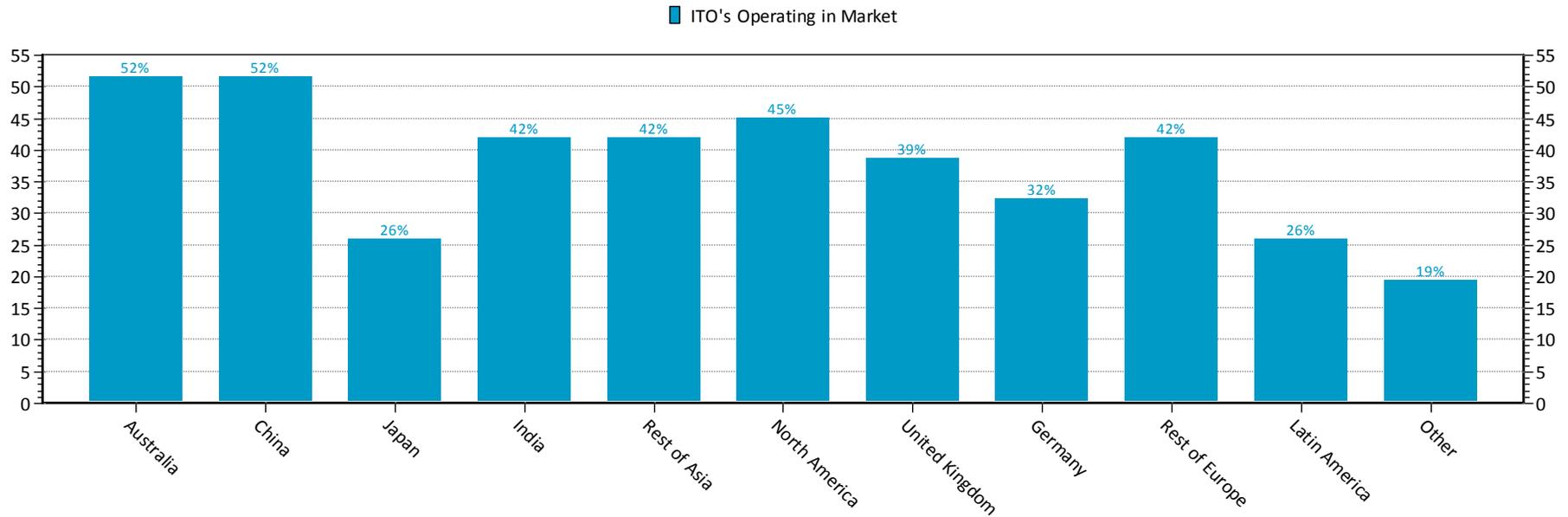
Main Language Capabilities	Proportion of ITO's with capability
Chinese	32%
Mandarin	26%
Japanese	26%
English only	16%
German	16%
Cantonese	13%
French	10%
Other: Hindi, Indonesian, Korean, Russian, Albanian, Turkish, Vietnamese, Punjabi, Spanish, Thai, Portuguese	

## Current international markets

- Which of these are your current international markets (i.e. markets from which you receive bookings for New Zealand travel product)?

Australia, China and North America are the most common markets for Inbound Tour Operators, although relatively high proportions also receive bookings from India, the rest of Asia, the UK, Germany and the rest of Europe. ITO's receive bookings from an average of four of these markets although 16% (or around one in six ITO's) operate in one market only – generally Japan or China. Other markets served include Israel, Iran, New Caledonia, the Pacific Islands, Russia and South Africa.

### Current International Markets

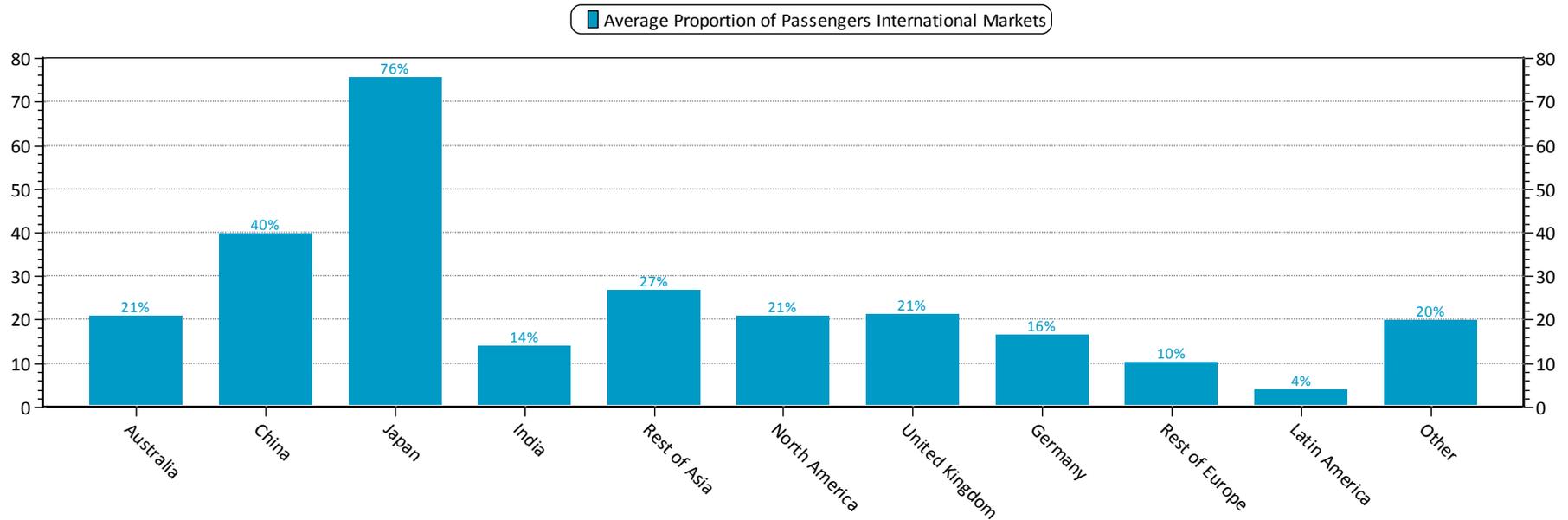


## Proportion of international passengers by current international markets

- *Approximately what proportion of your international passengers (those travelling to New Zealand) came from each of these markets in the last 12 months?*

For those ITO's indicating that Australia was a current market (52% of respondents – see previous page), Australians comprised approximately one in five (21%) of their customers. The highest proportions are for customers from China and Japan – i.e. ITO's operating in these markets have a higher proportion of their total passengers coming from these markets (indicating a higher degree of specialisation overall).

### Proportion of Passengers by Current International Markets

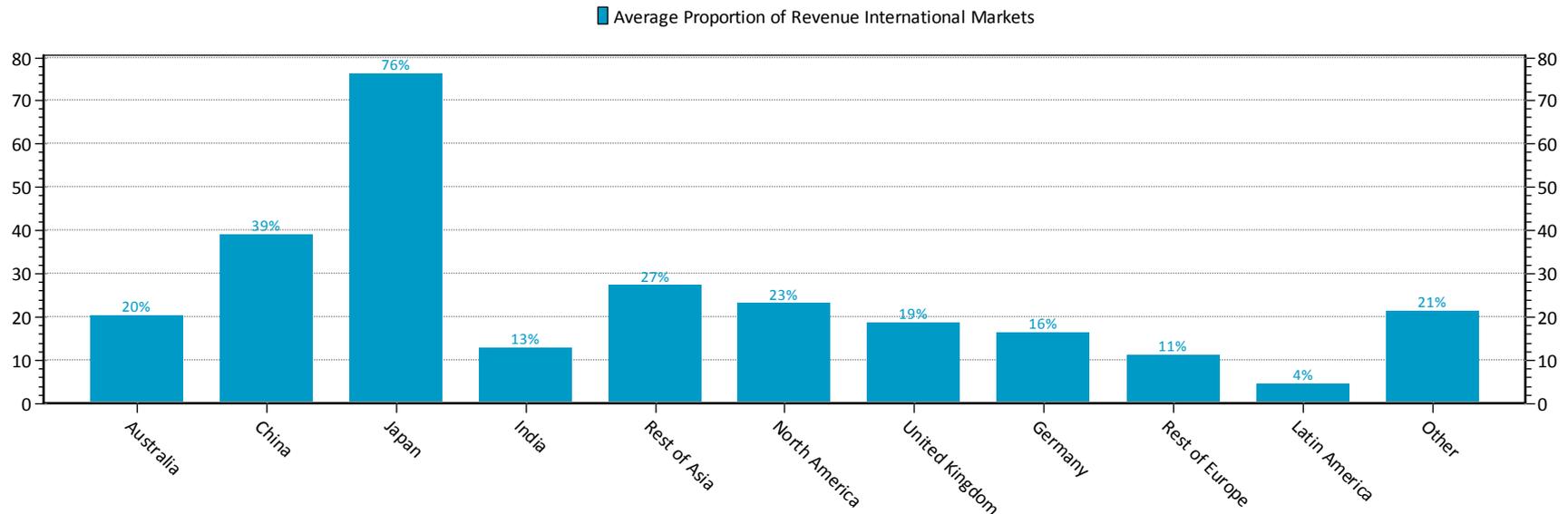


## Proportion of international visitor revenue by current international markets

- *Approximately what proportion of your revenue from international passengers travelling to New Zealand came from each of these markets in the last 12 months?*

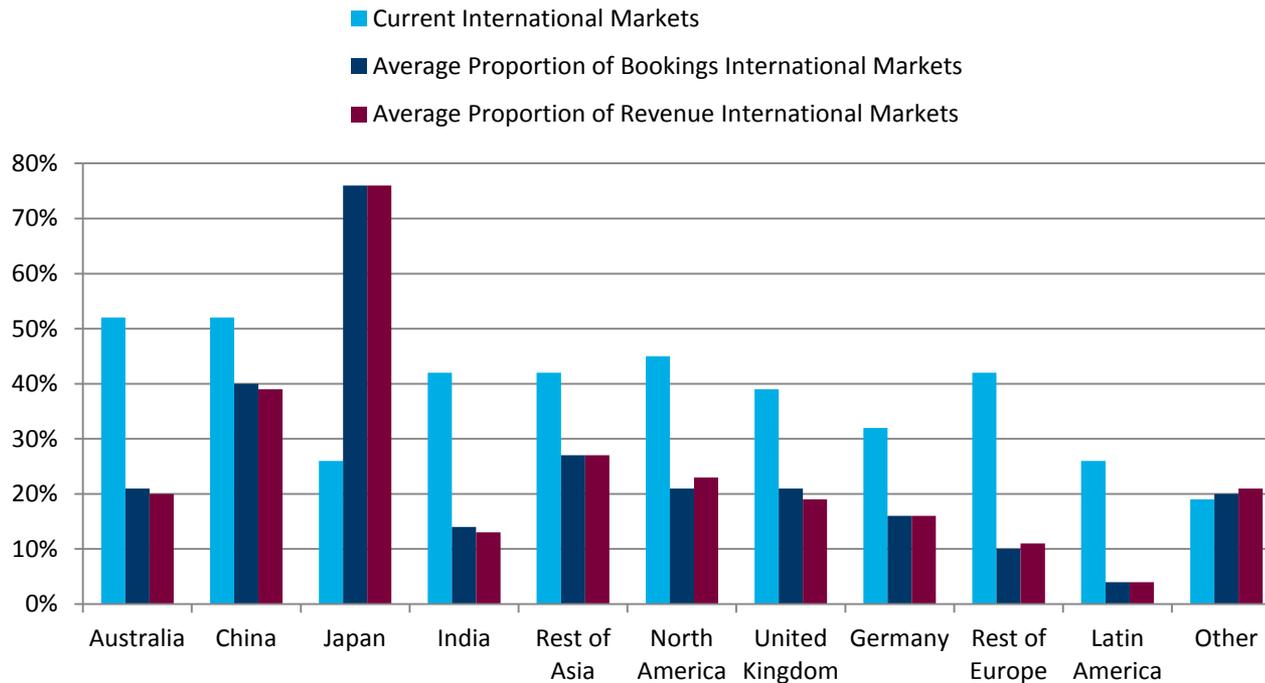
ITO's that indicated Australia is a current market (52% of the sample), reported that this market accounted for an average of 21% of passengers (see previous page) and 20% of revenue. For those ITO's that have China and/or Japan as a current market, these markets make up a much greater proportion of their total revenue (39% and 76% respectively). For those ITOs that operate in the Japanese market the proportion of their passengers/revenue coming from this market is particularly high, suggesting that ITO's are *specialising* in this market (as it accounts for three quarters of all their passengers and revenue - only one quarter comes from elsewhere). This may be the case because Japanese have traditionally been more likely to travel in groups and require Japanese language support.

### Proportion of Revenue International Markets



## Revenue and Bookings by Market

Drawing the previous three charts together it is clear that the revenue generated from bookings does not vary greatly by market, although North American bookings are perhaps slightly higher value for ITO's than those from other markets. A relatively small proportion of ITO's operate in the Japanese market, and those that do are quite dependent on this market. The opposite is true of Australia - a high proportion operate in it, but dependence is relatively low.

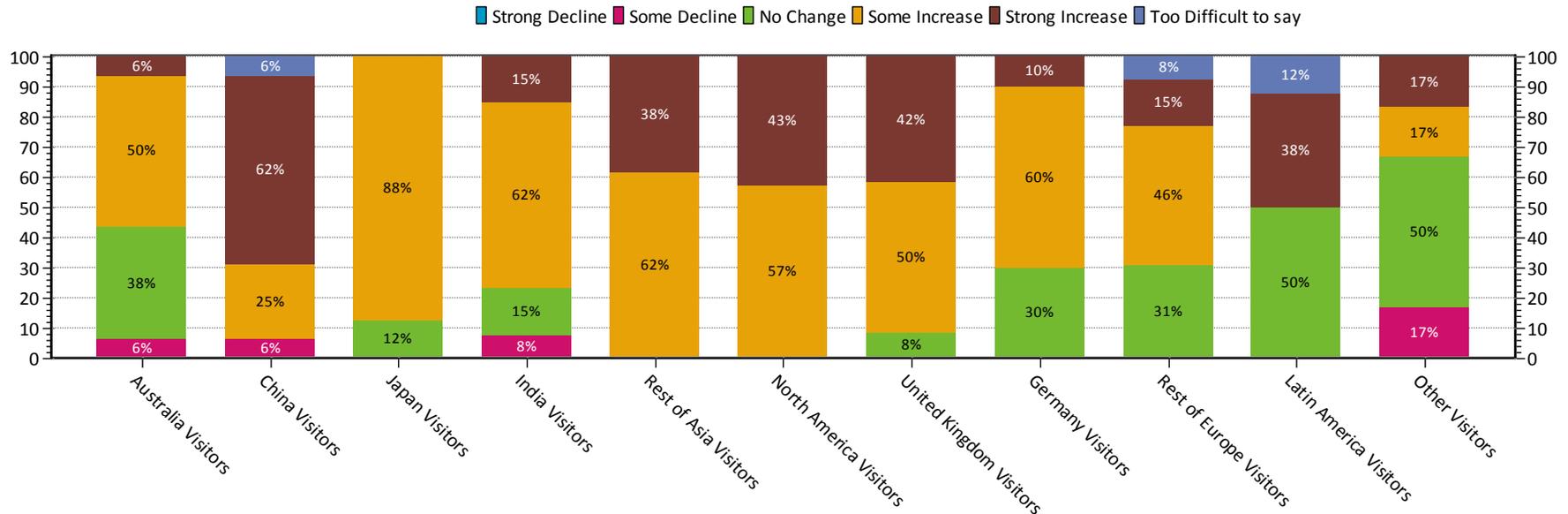


## Expected change of international passengers by market in the next 3 years

- How do you expect the volume of passengers from your international markets to change over the next 3 years?

The outlook for ITO's is very positive over the next three years, with most ITO's expecting at least some increase in the volume of passengers for most international source markets. Expectations of an increase are particularly positive when considering the Chinese, 'Rest of Asia', North American and UK markets.

### Expected Change in Passengers by Market (next 3 years)



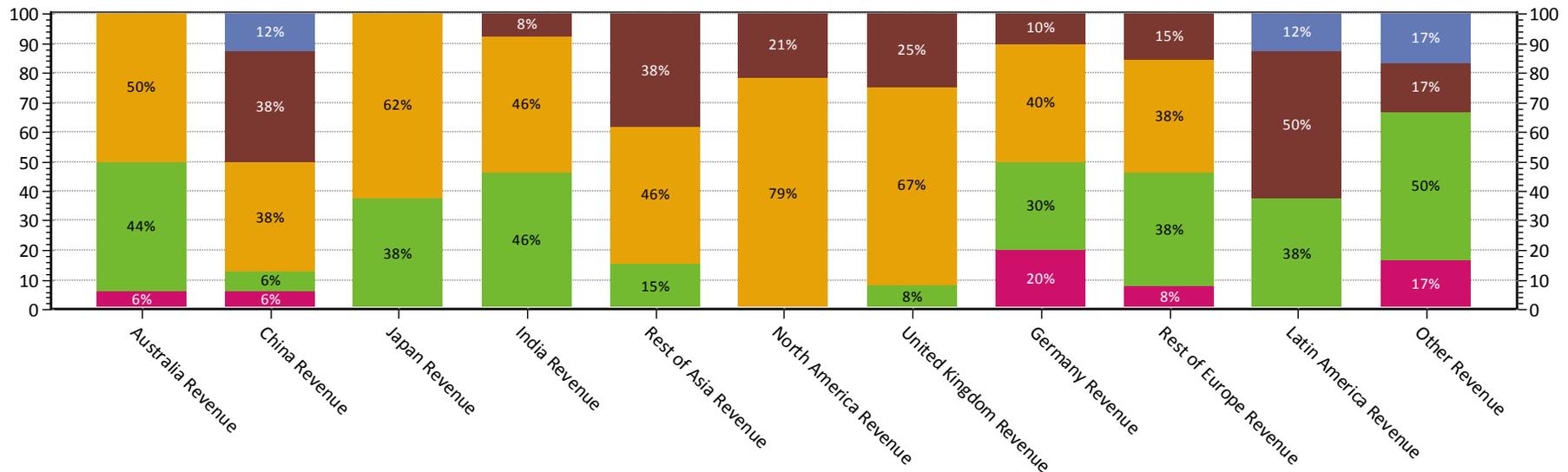
## Expected change of international visitor revenue by market in the next 3 years

- How do you expect the value of your total revenue from sales of New Zealand product to change over the next 3 years?

A similar picture is evident in regard to revenue, with the strongest increase expected in revenue from the Latin American market, followed by China and the 'Rest of Asia'.

### Expected Change in Revenue by Market (next 3 years)

■ Strong Decline 
 ■ Some Decline 
 ■ No Change 
 ■ Some Increase 
 ■ Strong Increase 
 ■ Too Difficult to say



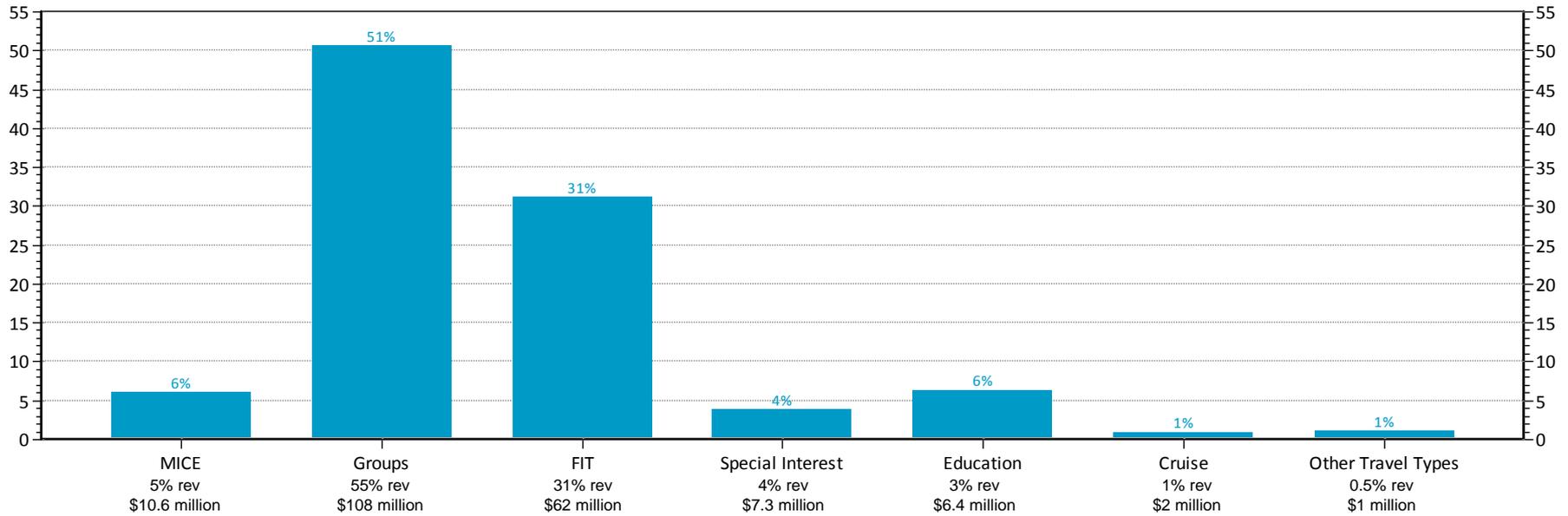
## Main market segments

- *Approximately what proportion of your international (not domestic) bookings came from each of the following, in the last 12 months?*

Group bookings dominate in the business that ITO's attract and process – accounting for an average of half of an ITO's bookings (and 55% of revenue). FIT bookings represent almost a third of bookings (and the same proportion of revenue). Together, these two segments account for an average of more than 80% of ITO bookings (and almost 90% of revenue). Note revenue amounts below are based on total revenue of the survey sample only, not the entire sector.

## Proportion of Bookings from Travel Types

■ Average Proportion of Bookings from Travel Types



## Main market segments

- *Approximately what proportion of your 'Groups' bookings came from each of the following, in the last 12 months?*
- *Approximately what proportion of your 'FIT' bookings came from each of the following, in the last 12 months?*
- *In your experience, what tourism products are growing in popularity in the international markets you serve?*

Looking in more detail at the nature of the group and FIT bookings:

- An average of 40% of group bookings were **series** group bookings, and an average of 60% of group bookings were for **ad hoc** groups.
- An average of 30% of FIT bookings were **self drive** bookings, 43% were **seat in coach**, and 27% were **private touring/semi FIT**.

## Products Growing in Popularity

A large variety of products were mentioned as growing in popularity. The most common were self-drive products (including campervans), premium/luxury products, independent and smaller group products, and soft adventure/nature based products (including walks). The most commonly mentioned attraction was Hobbiton.

# Bookings

## Booking channels for international business

- *Approximately what proportion of your international bookings have come through each of the following channels over the past 12 months?*

ITO's receive the highest proportion of direct bookings from the North American and 'Other' markets ('Other' includes Israel, Iran, New Caledonia, the Pacific Islands, Russia and South Africa). This is followed by the Japanese market.

Generally Asian markets (with the exception of Japan) account for the highest proportion of third party bookings (i.e. wholesalers, travel agents, consortia etc.).



# Bookings

## Booking channels for international business

- *To what extent would you say your organisation operates as an Online Travel Agent versus an Inbound Tour Operator?*
- *And, how do you expect this to change (if at all) in the next three years?*
- *What proportion of your business would you say is done directly with wholesale agents?*

On average, ITO's report that they operate **9% as an online travel agent** (OTA) versus **91% as an Inbound Tour Operator** (ITO). The OTA range was up to 70% however, with one third of the sample sitting above the average. Almost half (45%) of the sample reported that they were 100% ITO's.

Of those that commented about how this might change in the next three years, almost two thirds (63%) suggested that there would be **no change or not much change**. One quarter felt that the OTA proportion would increase and a small number of ITO's have specific plans for this.

On average **72% of ITO business is done direct with wholesale agents**. For the majority of respondents (71% of the sample) the figure was between 60% and 100%.

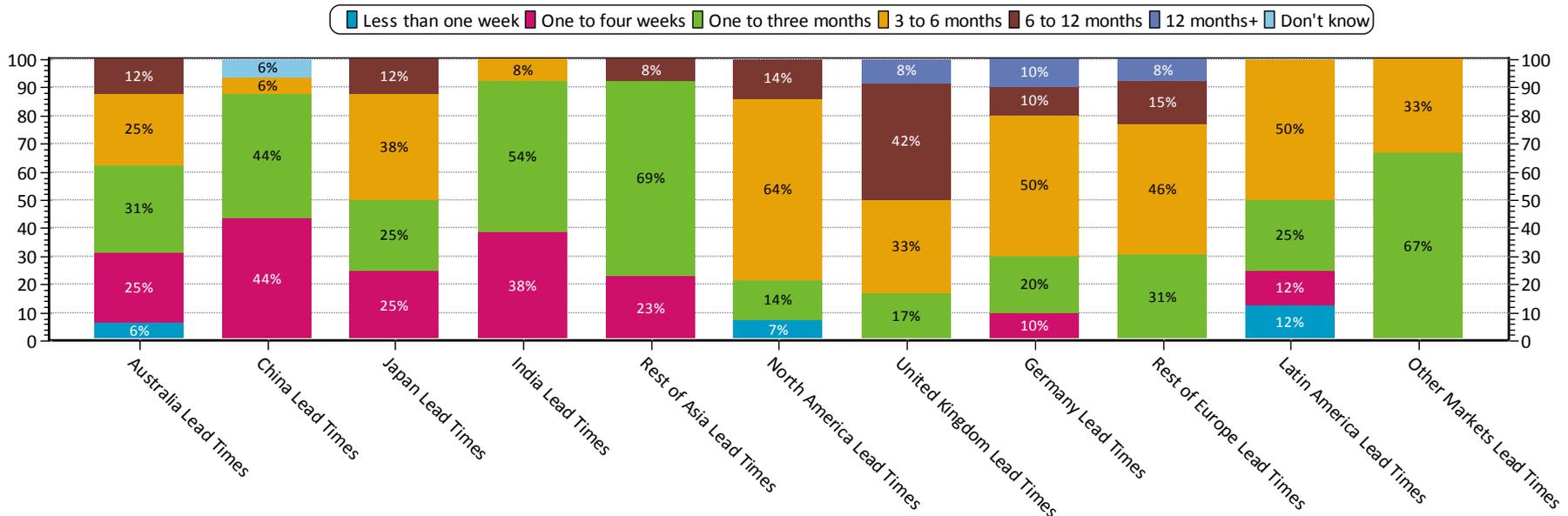
# Bookings

## Lead times for bookings from international markets

- What lead times would account for **most** bookings from each of your international markets?

Lead times vary by international source market and tend to decrease with market proximity – i.e. short to medium-haul source markets such as Australia and Asia tend to exhibit shorter booking lead times than long-haul markets such as Europe and the Americas. The Indian and Chinese markets exhibit the shortest lead times (with around 40% of bookings occurring in the month prior to travel), whilst the UK market exhibits the longest lead times.

### Booking Lead Times by Market

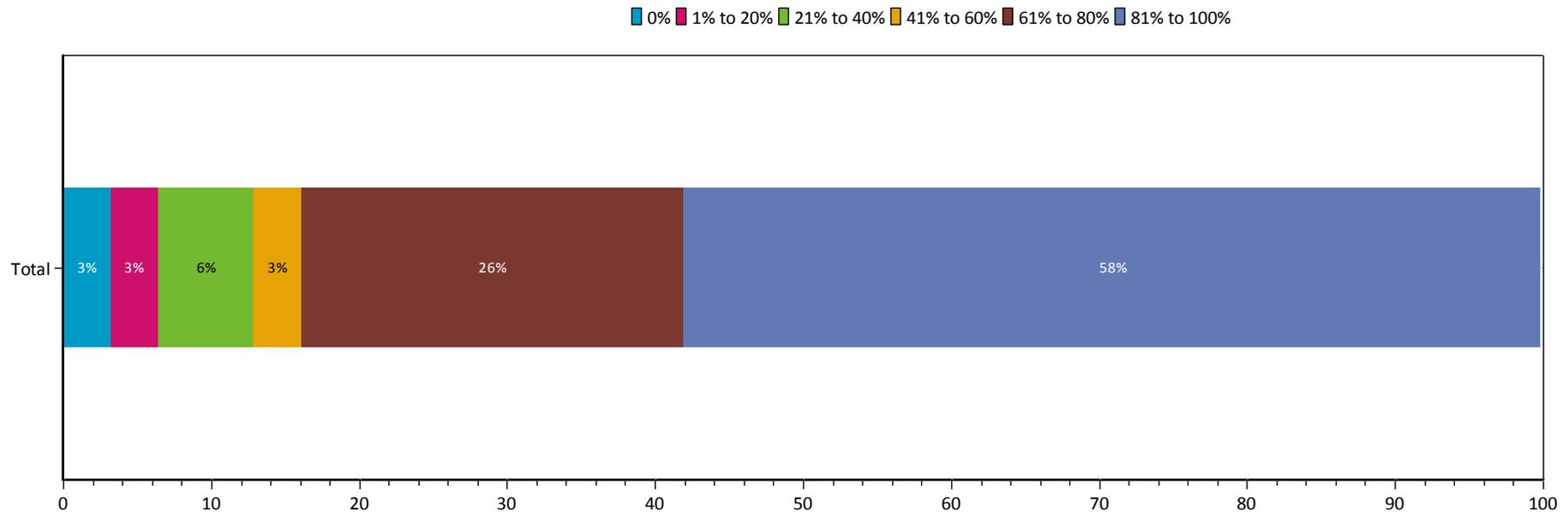


## Proportion Visiting Auckland

- *What proportion of your international passengers travelling to New Zealand would you say spend at least one night in Auckland during their trip to New Zealand?*

On average 77% of ITO's international passengers spend at least one night in Auckland during their trip to New Zealand, and more than half of ITO's indicated that between 80% and 100% of their passengers spend at least one night. Based on respondent's total passengers numbers (and up weighting to represent all 77 ITO's) this equates to approximately 487,000 passengers staying at least one night annually.

### Proportion International Passengers Spending One Night in Auckland



## **Proportion Visiting Auckland - Barriers and Opportunities**

- *What would you want to see in/from Auckland in order to encourage your international passengers to spend an additional night there (or for you to add a night in Auckland to an itinerary)?*
- *And, what barriers exist (if any) in encouraging your international passengers to visit or extend their stay in Auckland?*

### **Opportunities**

While a wide variety of thoughts were provided about what would encourage additional nights in Auckland, the two most common themes were additional hotel rooms (and these rooms being available at a reasonable rate), and additional product that is centrally located and either free or low cost and suitable for groups. Other ideas included a wider variety of shopping, dining and entertainment options, and more options suited to the luxury market (accommodation, shops etc.)

### **Barriers**

Very clearly the most common barrier was the lack of access to hotel room inventory during the peak season – and especially during periods when a major event was being held in Auckland (either there weren't enough rooms, or the rates were prohibitive). Following this, it was also frequently mentioned that passengers only had a certain amount of time to spend in New Zealand and it was unlikely they would spend more time in Auckland as they also wanted to see the rest of the country.

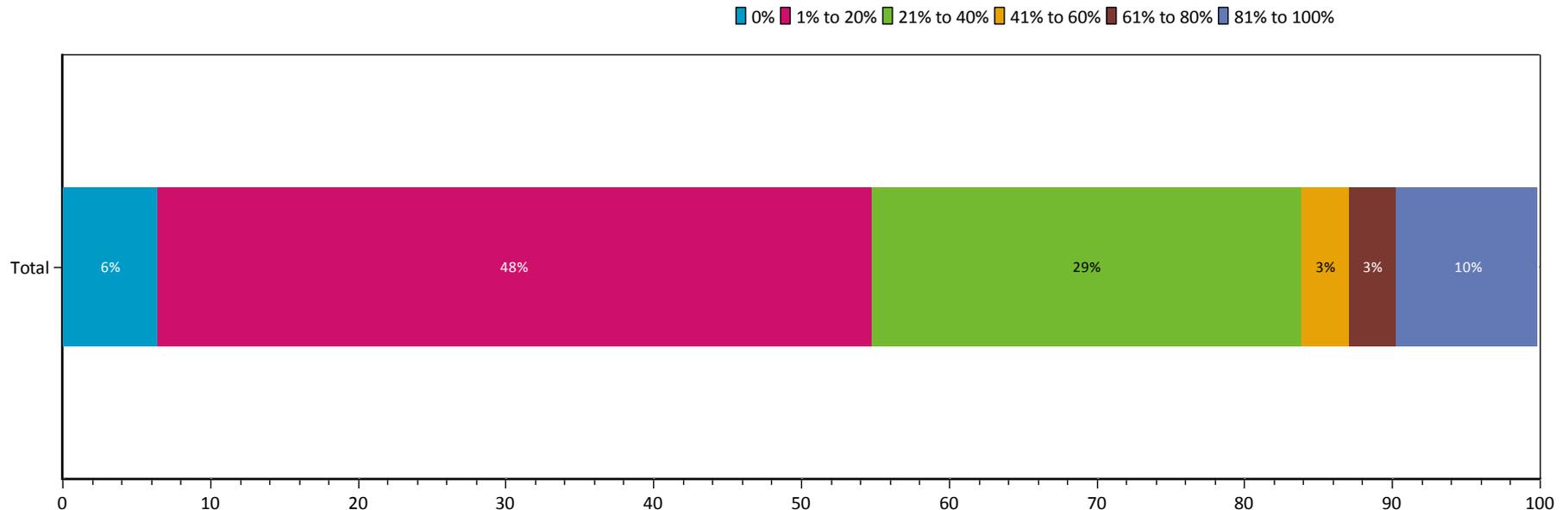
A full extract of comments is available in the Appendix to this report.

## Proportion of Revenue from those Visiting Auckland

- *In order to establish a benchmark measure of Auckland's share of an international visitors itinerary, in the past 12 months, approximately what proportion of your total revenue from international visitors travelling to New Zealand related to product 'consumed' in the Auckland region?*

On average 28% of an ITO's NZ revenue can be attributed to Auckland region product. Most commonly however, it was between 1% and 20% (almost half of respondents were in this category). Based on respondent's total revenue (and weighting it up to represent all 77 ITO's) this equates to approximately \$139 million annually.

## Proportion of NZ Revenue related to Product Consumed in Auckland

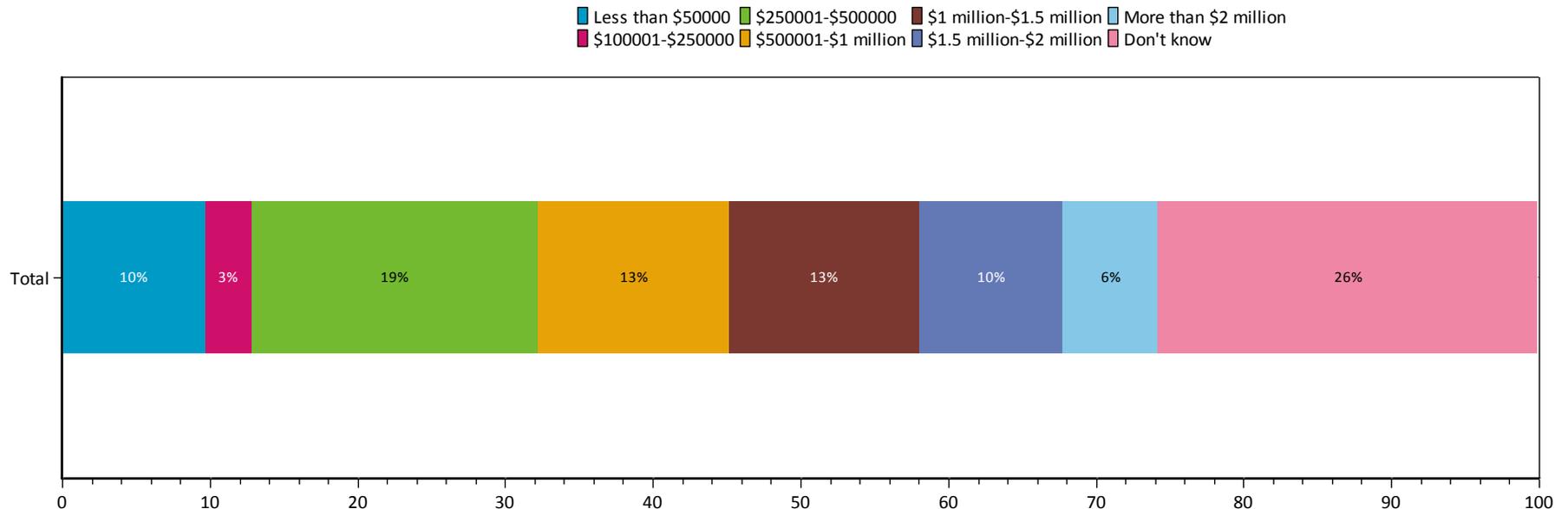


## Value of Sales - Auckland Region Product

- *What was the total value of your sales of Auckland region product on the last 12 months?*

In dollar terms, 29% of ITO's report revenue of \$1 million or more from the sale of Auckland region product annually, and 32% report revenue of between \$250,000 and \$1 million. A significant proportion however (26%), were unable to estimate what the figure was. Using a 'mid-point' analysis, we can approximate that those who provided an estimate (n=23) collectively sold just under \$20 million of Auckland region product in the past 12 months.

### Total Value of Auckland Region Product Sales (last 12 months)



## Promotion of Auckland

- Which of the following statements best describe your organisation?
- To what extent would you say your promotion of Auckland product has changed in recent years?

The vast majority of ITO's promote Auckland as part of a wider New Zealand package/itinerary, with very few promoting Auckland as a standalone destination, or not at all. Encouragingly, in recent years, more than half of ITO's have increased their promotion of Auckland product (either strongly or 'somewhat'), and only a small proportion indicate that promotion has decreased.

Promotion of Auckland – ITO status	
Our organisation promotes Auckland as a 'stand alone' destination	13%
Our organisation promotes Auckland as part of a wider New Zealand package/itinerary	87%
Our organisation tends not to promote Auckland as a destination/place to visit	6%
None of the above	3%

Extent ITO's promotion of Auckland has changed in the past few years	
Increased strongly	3%
Increased somewhat	48%
No change	39%
Decreased somewhat	10%
Decreased strongly	0%
Not applicable	0%

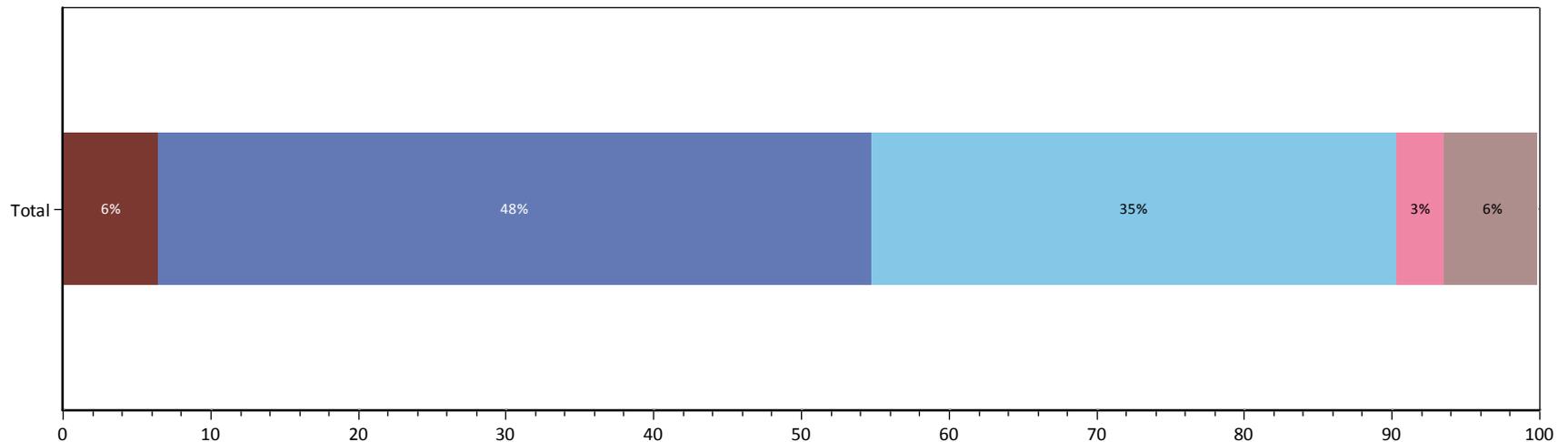
# ITO Details

## Employee numbers and changes

- Typically, how many full time equivalent staff would your organisation employ... during your peak season and during your off peak season?
- To what extent have your full time equivalent staff increased or decreased over the past 3 years?

ITO's employ an average of 11 FTE's during the peak season and this drops to an average of 9 during the off-peak season. The range in both cases is between 2 and 40 FTE staff (with the exception of one outlier). Most commonly ITO's reported no change in the number of staff employed during the past three years (with almost half indicating that this was the case). Just over a third reported an up to 20% increase however and a small number of ITO's have increased FTE staff by a higher proportion than this.

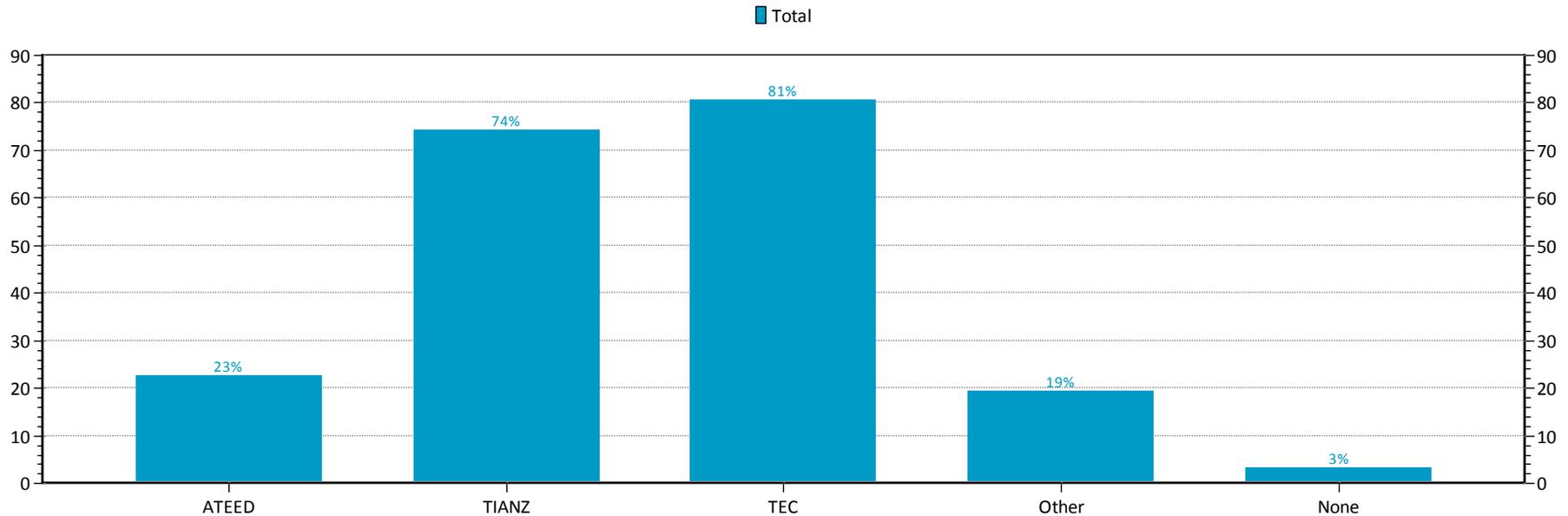
### Staff Changes Last 3 Years (FTE's)



## Memberships and Affiliations

Most commonly ITO's are members of, or affiliated with, the Tourism Export Council of New Zealand and the Tourism Industry Association New Zealand. Just under one quarter are affiliated with ATEED. The other main membership/affiliation was with Qualmark.

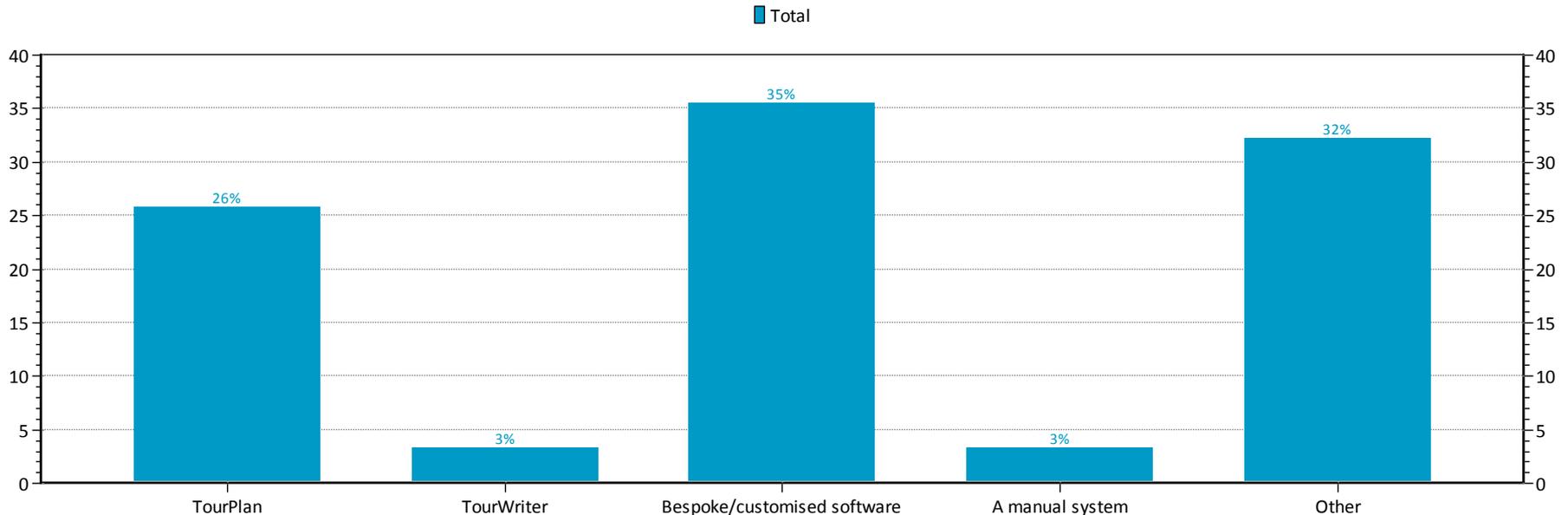
### Membership/Affiliation



## Internal Software Usage

ITO's most commonly operate with bespoke or customised software. Otherwise, TourPlan, TourSoft and TOPS are the systems most commonly used (the latter two were identified in the 'other' category).

### Organisation Software Use



# Business Volumes

The survey collected information on the number of visitors/customers ITO's have served (measured as transactions\*) in the past 12 months, as well as the level of New Zealand revenue they have achieved, in order to calculate and assess relative business volume. Slides 6 and 7 show the results to these questions. Mid-points were then used to derive overall averages, which in turn were used to estimate customer numbers and revenue for each market. The results of these calculations are presented over the following slides.

Please note that due to small sample sizes, and the approximate nature of the customer/revenue data, results should be viewed as an indicative 'snapshot' and as a baseline against which to observe any change in the future.

<b>Total International customers/transactions (all respondents) past year , n=31</b>	<b>254,500</b>
<b>Average per respondent</b>	<b>8,210</b>
<b>Estimate All NZ ITO's (assuming n=77)</b>	<b>632,170</b>

<b>Total NZ Revenue (all respondents) past year, n=31</b>	<b>\$199,600,000</b>
<b>Average per respondent</b>	<b>\$6,439,000</b>
<b>Estimate All NZ ITO's (assuming n=77)</b>	<b>\$495,780,645</b>

**How does this fit with the wider tourism sector?**  
 In the year ending June 2015 2.99 million international visitors travelled to New Zealand. If the ITO market is considered to include mainly leisure visitors and exclude VFR, business, and 'other' visitors the total of the potential market was 1.58 million. Based on this, and the estimate of ITO's serving 632,000 visitors in the past 12 months, ITO's are estimated to account for approximately 40% of the international leisure market. It is likely however that the proportion is higher than this as Australians make up a large proportion of holiday visitors, and are less likely to make travel arrangements via an ITO. Taking this into account (by factoring in the average number of Australian passengers per ITO and up-weighting to reflect the sector) it is likely that ITO's handle closer to 55% of international leisure bookings.

\* meaning that each visitor could have generated more than one transaction at more than one ITO.

# Business Volumes

- International customer volumes**

Market	Total all respondents	Average per ITO	Average for ITO's in this market
Australia	27,494	887	1,718
China	81,118	2,617	5,070
Japan	38,288	1,235	5,470
India	16,953	547	1,304
Rest of Asia	29,855	963	2,297
North America	18,906	610	1,350
United Kingdom	16,254	524	1,354
Germany	10,364	334	1,295
Rest of Europe	7,786	251	599
Latin America	2,166	70	309
Other	5,318	172	886
<b>Total</b>	<b>254,500</b>	<b>8,210</b>	<b>n/a</b>

- International revenue**

Market	Total all respondents	Average per ITO	Average for ITO's in this market
Australia	\$27,231,250	\$878,427	\$1,701,953
China	\$41,236,250	\$1,330,202	\$2,577,266
Japan	\$24,230,000	\$781,613	\$3,461,429
India	\$7,120,000	\$229,677	\$547,692
Rest of Asia	\$26,052,500	\$840,403	\$2,004,038
North America	\$23,843,750	\$769,153	\$1,703,125
United Kingdom	\$16,497,500	\$532,177	\$1,374,792
Germany	\$15,062,500	\$485,887	\$1,882,813
Rest of Europe	\$11,232,500	\$362,339	\$864,038
Latin America	\$3,546,250	\$114,395	\$506,607
Other	\$3,547,500	\$114,435	\$591,250
<b>Total</b>	<b>\$199,600,000</b>	<b>\$6,438,710</b>	<b>n/a</b>

# Appendix 1

## Incentives to encourage/extend stay (Verbatim)

- *What would you want to see in/from Auckland in order to encourage your international passengers to spend an additional night there (or for you to add a night in Auckland to an itinerary)?*
  - *A 'tourism' friendly city warm and welcoming. Free attractions - Mt Eden used to be the 'go to' or must see what now? Te Papa is an absolute must for visitors in Wellington what is the must do in Auckland for free?*
  - *all we need is simply more hotel rooms which are available and realistically priced*
  - *An extra activity downtown that is easy to access and of wide interest as a must do activity when in New Zealand.*
  - *Flights accommodation and reduce hotel costs*
  - *For hotel to drop absurd price gouging and instead honour wholesale rate contracts over Auckland events (rock concerts Volvo Ocean Race Cricket World Cup Auckland Nines etc)*
  - *For the most of Japanese visitors Auckland is a gate city and they don't know what they can see and what they can do in Auckland. We would like to work with ATEED to promote Auckland more and more to Japanese market.*
  - *Increased Hotel inventory in CBD*
  - *low to mid range sightseeing and activities greater accessibility to wider Auckland : eg West Auckland (vineyards west beaches) matakana etc. lower cost options for the harbour (Auckland's greatest attraction)*
  - *more attractions which cater for group tours and are price less than \$50pp. There seems to be quite a bit of focus on Waiheke Island but this is not really catered for the large group market and is quite expensive. At the moment in Auckland there is really only Kelly Tarltons and the Sky Tower ride that fits into this space. There needs to be more to be included into the itineraries in order to justify longer stays in Auckland city.*
  - *More hotels should be built to accommodate international passengers as it is not enough hotel in Auckland for the growing China Market.*
  - *More international luxury brand shops for the passengers to go shopping.*
  - *More luxury accommodation*
  - *more varieties of shopping dining experience*
  - *Most of my clients spend at least 2- 3 nights in Auckland*
  - *mt eden devon port west haven marina mission bay muriwai beach harbour cruise visit waiheke island*
  - *No one single thing - or even a collection of several things can encourage Int'l travellers to spend an additional night in Auckland. The key driver is length of stay and each region's markets share - every market is different in terms of LOS - some will stay just 1 night - others 2 to 3. LOS is NOT increasing in a major way*
  - *Nothing*
  - *Promote Auckland as a MICE destination. Explore much well established attractions around Auckland like Waiheke Island*
  - *Promote to show more city activity like a food wine the other entertainments. / Increasing Air Newzealand night flight to Japan.*
  - *Sightseeing with skytower mission bay queen street*

# Appendix 2



## Barriers to extending Auckland stay (Verbatim)

- *What barriers exist (if any) in encouraging your international passengers to visit or extend their stay in Auckland?*
- *Accommodation - none available during peak season if required*
- *Air Newzealand flight schedule. Less promotion (off season) and hotel shortage(peak season)*
- *As above more access to hotel inventory especially at peak times in Auckland when most other 'events' seem to clash. ie - Sports events like AKL 9s concerts etc seem to have the strongest impact on Auckland hotel inventory at times when tourism is at its peak such as November & Feb/March.*
- *Cultural interests (or lack of ) for specific markets: ie: Japan . in general for all major markets not enough promotion for wider Auckland its currently very city focused and many markets don't come to NZ for City urban holidays. NZ is attractive for its more natural assets which are on the perimeter of Auckland city and need more promotion*
- *Hotel room shortage is the biggest barriers in high season and when there is some big event or concert in Auckland.*
- *Lack of accommodations especially in busy season*
- *Lack of time to see the entire country*
- *More hotel capacity better transportation city/airport or return (train).*
- *More hotels should be built to accommodate international passengers as it is not enough hotel in Auckland for the growing China Market. Hotel is not keen to support inbound operators and only want to expand their in on-line booking business such as allocate a lot of rooms for booking.com to sell.*
- *No enough accommodation and tour bus in peak season.*
- *no much entertainment in the evening*
- *No Vantage poits to view the city. Tpp many road blocks from Auckland City Council*
- *None*
- *Only the lack of good hotel accommodation during certain events happening in the city. Other wise no real barriers*
- *Overpriced hotels during event periods*
- *Perceived as gateway not so much as a destination.*
- *Restraint is the accommodation too many days in the season where we are unable to secure rooms*
- *South Island Queenstown Milford Sound Mt Cook Tekapo etc are popular destinations for Japanese visitors. The most of Japanese don't have enough time in New Zealand (approx. 5-7 nights per person) so they will spend the most of nights in South Island.*
- *The same perception that has existed for the 35 + years of my being in the industry - Auckland is a gateway city.*
- *They only have limited amount of vacation time and they need to see the rest of the country. Nothing to do with not wanting to stay in Auckland.*
- *Time limited. Only one or half day in AKL is most Auckland itinerary.*
- *Travellers are drawn by the attractions of other regions such as rotoura and Bay of Islands. More focus on the attractions available to Auckland as it seems that the same products that have been around for years are the main attractions but Auckland has so much to offer. E.g. its about kelly tarltons or skycity these types of attractions are similar all around the world. People are after new and exciting challenges to add to their holidays.*

# Appendix 3

## Further comments for ATEED (Verbatim)

- *If you have any comments, suggestions or feedback on how ATEED could support your marketing and operations, please enter these below.*
- *Financial marketing support for our overseas wholesale partners to encourage the promotion of longer stays in Auckland on their itineraries. This could be by way of supporting some of the advertising costs of a new itinerary with longer Auckland stays.*
- *Greater direct communication and engagement from ATEED to inbound operators and more 1 on 1 engagements with ATEED*
- *More budget to help promote famils in the region. Not phone numbers etc but \$\$\$ towards flights meals excursions for the betterment of growing the industry*
- *More face to face contact with reps here in NZ and at our HQ in X. Currently we only see ATEED staff at industry events like TRENZ. Need more face time. That said all ATEED staff we deal with are highly skilled and we rate them highly.*
- *Provision of regularly updated imagery (non commercial supplier) for brochures regular product update ensuring any new product suppliers that may be considered by ATEED to be of potential interest to the Int'l distribution system are made aware of the needs of that Int'l distribution system eg setting rates well in advance commission levels turn around time consistency of product and terms and conditions and awareness of the impact on Int'l distribution system of dynamic pricing.*
- *To have up to date marketing material readily available for any promotions we do.*
- *We don't hear anything from ATEED eg newsletter visit our office.*
- *We started working closely with ATEED in this year and we would like to keep having this good relationships.*
- *Work closely with ITOs and promote great Auckland concept including suburbs like Matakana Waiheke Island Workworth more fun more stay and more expense in Auckland.*