

young Tourism Export Council

The *young* Tourism Export Council organisation provides networking and mentoring opportunities to young people in the tourism industry to develop industry knowledge and skills. *young* TEC is aimed at those under the age of 36 years and currently working for a company which is a Tourism Export Council of New Zealand member.



young TEC offers its members regular networking events with other young professionals working in the tourism industry, educational workshops, and a mentoring and development program providing up-to-date tourism information and tips to take into their own workplace.

young TEC will help to create a highly skilled tourism sector with operators who are encouraged to grow and develop, and invest in the future of New Zealand Tourism. It is free to join for employees of Tourism Export Council members and can help you further your career in the tourism industry.



For more information please contact:

young@tourismexportcouncil.org.nz

Benefits of belonging to the Tourism Export Council

- ✔ An association that understands inbound tourism.
- ✔ Quality and sustainable world-class practices.
- ✔ Shared industry communications and intelligence.
- ✔ Membership to *young* Tourism Export Council.
- ✔ Business networking opportunities which include:

Tourism Export Council of New Zealand Annual Conference:

In August each year the Tourism Export Council holds an industry conference, which includes a market update by Tourism New Zealand senior executives and overseas managers.

Tourism Export Council of New Zealand Christmas Symposium:

Each December the Tourism Export Council holds its Christmas Members' update and networking function in Auckland.

- ✔ Full member forums hosted twice during the year.
- ✔ Board meetings are bi-monthly, with two hosted regionally.



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“Your tourism business to business network”

Connecting Inbound Tour Operators with New Zealand tourism suppliers.

ATTRACTIONS ✔ ACTIVITIES ✔ ACCOMMODATION
TRANSPORT ✔ TOURISM SERVICES



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Who are we?

The Tourism Export Council of New Zealand is a trade association that has represented the interests of inbound tourism since 1971. Formerly known as ITOC (Inbound Tour Operators Council) the organisation rebranded in 2012 to assist mainstream New Zealand and government agencies to understand that tourism is a key export industry.



What do we do and who do we represent?

The Tourism Export Council's focus is to build long-term business relationships with distribution networks in New Zealand and offshore. The relationship with product suppliers in New Zealand and offshore wholesalers is integral to the country's continued growth as a visitor destination.

Member categories include:

- Full Member – inbound tour operators (ITOs);
- Allied Member – attraction, activity, accommodation, transport and tourism service suppliers.

Examples of the Allied membership include:

- Attraction – Milford Sound, Sky Tower, Te Papa;
- Activities – jet boating, whale watching, Maori culture show;
- Accommodation – hotels, luxury lodges, backpackers;
- Transport – airlines, buses and coaches, ferries, shuttles;
- Tourism services – Regional Tourism Organisations (RTOs) publishers, software companies, tourism agencies, e.g. DOC.

Why is tourism considered an export industry?

Tourism, like agriculture, is one of New Zealand's biggest income earners. Both are export industries because they bring in foreign dollars to New Zealand. With agriculture, you grow an apple, send it offshore and a foreigner eats it: a clear pathway of a New Zealand product purchased by someone overseas.

Tourism works slightly differently:

- The product is still developed in NZ (just like the apple);
- It is sold offshore (like the apple);
- It is purchased by a foreigner (again, like the apple);
- BUT it is experienced in NZ and therein lies the difference.

It is important that people understand Tourism's role in bringing in foreign earnings to New Zealand and its contribution to the economy as an export industry.

Key Tourism Agencies

The Tourism Export Council

Promotes and sells product suppliers outside New Zealand and purchases product in New Zealand.

TNZ

Promotes New Zealand

*Government funded via MBIE

RTOs

Promotes your region

*Local Government funded

TIANZ

Advocacy & information

*Membership funded

Qualmark

Provides a quality business assessment

*Paid by operator

Tourism Export Council inbound tour operators 'buy' New Zealand wide product, in volume, and are repeat business. Our members represent the commercial private sector of the industry who work in collaboration with the above agencies to increase tourism export receipts and growth for the economy.



Working with Qualmark

The Tourism Export Council has a commitment to quality and has strengthened its focus on quality by implementing an inbound tour operator accreditation system in conjunction with Qualmark. All Tourism Export Council full inbound tour operators are Qualmark endorsed and must meet minimum standards, ensuring we play our part in New Zealand delivering a world-class visitor experience.



Working with DOC

The Tourism Export Council works closely with the Department of Conservation (DOC) on delivering sustainable managed visits to the DOC estate with their passengers. Inbound tour operator members have approved 'guiding concession status' which gives confidence and added value to offshore clients and agents wishing to work with an inbound tour operator.



Working with Tourism New Zealand

The Tourism Export Council promotes New Zealand internationally in joint venture promotions with Tourism New Zealand and independently. Tourism New Zealand organises international trade shows which involve participation from our inbound operators, regional tourism organisations and key product suppliers in a variety of destinations around the world. These trade shows aim to attract tour groups, business, conference/convention and FIT (Free Independent Travellers). Inbound operators visit offshore trade regularly and have the ability to develop product and itineraries which meet the needs of the international visitor to New Zealand.