

TOURISM EXPORT COUNCIL OF NEW ZEALAND

MEMBERSHIP BENEFITS



ALLIED MEMBER BENEFITS AT A GLANCE

	ALLIED Member <50 FTEs	ALLIED Member >50 FTEs
Financial Year 2023- 2024	\$825+GST	\$1,350+GST
Access and contact details to 70 Inbound Tour Operators (ITOs)	✓	✓
Attend TECNZ annual conference and events to meet with ITOs (Aug)	✓	✓
Attend Annual Xmas Symposium (Dec)	✓	✓
Access to international tourism trends and forecasts	✓	✓
Health and Safety: to input company information into a centralised online portal for ITOs to easily access your company info (Tourism Trade Checklist)	✓	✓
Listing and promotion on www.tourismexportcouncil.org.nz	✓	✓
Tourism Export Council e-newsletters	✓	✓
Tourism Export Council membership database access	✓	✓
Educational webinars held regularly on topics of interest	✓	✓
Business tools and resource access	✓	✓
YoungTEC membership services available for younger team members	✓	✓
Voting Rights on Tourism Export Council matters	✓	✓
Nomination/voting rights for TECNZ Board of Director elections	✓	✓
Nominate and vote in TECNZ Operator of the Year awards	✓	✓
NEW in May 2023: Governance and operational policy templates	✓	✓

HISTORY OF TOURISM EXPORT COUNCIL OF NEW ZEALAND

The Tourism Export Council of New Zealand, previously known as the Inbound Tour Operators Council (ITOC) celebrated its 50 years of marketing and bringing international visitors to NZ in 2021.

To learn more about our organisation, feel free to read the [special 50th Anniversary Publication](#) released in 2021.

WHO IS AN INBOUND TOUR OPERATOR MEMBER?

An Inbound Tour Operator (ITO) is a member who meets the Membership Criteria of the Tourism Export Council of New Zealand and has full voting rights. They must:

- Be registered in New Zealand and package two or more products and services on behalf of principal suppliers in New Zealand.
- Successfully meet the Qualmark accreditation criteria for Endorsed Inbound Tour Operators

WHO IS AN ALLIED MEMBER SUPPLIER?

An Allied member is a supplier of products and services (accommodation, activities/attractions and transport business) to Inbound Tour Operator members who meet the membership criteria of the Tourism Export Council and has full voting rights.

Both member types must abide by the Tourism Export Council Code of Ethics and Practice, and Constitution and Rules.

TOURISM EXPORT COUNCIL OF NEW ZEALAND

MEMBERSHIP BENEFITS



ALLIED MEMBERS

Businesses under the Allied Member Category include:

- Accommodation providers
- Activity and attraction businesses
- Transport and guided tour operators
- Regional tourism organisations
- Tourism services businesses

WHY INVEST IN TECNZ?

Be part of the international tourism sector that are the experts in all aspects relating to international tourism and who have access to inbound trade to help promote, market and buy your business's products, services and experiences.

Inbound Tour Operators (ITOs) bring in over 55% of all international visitors to New Zealand. If you are not going offshore yourself to Australia, US, Canada, UK, Germany, Europe, China, Singapore, Japan, South Korea and other markets, working with an ITO can help you access and promote your business to prospective visitors directly. For an ITO to do marketing on your behalf, you as a supplier will pay a commission (20-25%) to the Inbound for their services. A commission fee should be viewed as an investment as part of your marketing budget.

An Association that Understands International Tourism

Full Member Inbound Tour Operators (ITOs) formed the basis of the Inbound Tour Operators Council (ITOC) in 1971. Over the decades the aim of ITOs has been to deliver and service commercial relationships between companies (tourism suppliers) across the travel distribution chain and we are committed to enabling our Allied members to enhance their business performance. We are the only association that focuses entirely on the inbound (international) tourism sector.

Business Influence

TECNZ membership provides Allied Member suppliers with the opportunity to connect with Full Member Inbound Tour Operators (ITOs) and influence their buying decisions to be included on group tour, incentive and independent visitor itineraries.

Quality Standards

Allied members know that when they use a TECNZ Inbound Tour Operator (ITO) they are dealing with an operator committed to quality. TECNZ is all about upholding quality standards and each Full Member tour operator has confirmed their commitment to our shared mission, TECNZ Code of Ethics and Practice and our common pledge. This includes a commitment by all Full members to become Qualmark endorsed inbound tour operators. FYI, TECNZ Inbound members aim to have minimum of 75% of Qualmark businesses on itineraries.

Health and Safety and Compliance

In 2020 TECNZ introduced the Tourism Trade Checklist (TTC) as an online portal for Allied members to store all their company's information. It's a one-stop shop to load up all your business information including

TOURISM EXPORT COUNCIL OF NEW ZEALAND

MEMBERSHIP BENEFITS



product/experience updates. The benefit of this is so ITOs can easily find your company and relevant information in one place. <https://www.tourismtradechecklist.co.nz/> .

Examples of information on the Checklist.

- Business compliance
- Insurance compliance
- Operating compliance
- Liability acceptance
- Cancellation conditions
- COVID Readiness

Young Tourism Export Council (YTEC)

YoungTEC is the organisation's professional development program for younger staff of TECNZ members. Membership to the Young Tourism Export Council will provide networking, mentoring and professional development opportunities for staff aged 18-40 years or newbies working in the tourism industry. Visit www.tourismexportcouncil.org.nz/ytec for more information.

Business Networking Opportunities and Education

Your attendance at TECNZ's annual tourism Conference and Xmas Symposium is designed to build long term commercial relationships between full and allied members, maximise business growth opportunities and exchange ideas with industry colleagues. An Allied member forum is held once a year at conference to discuss issues that are of specific interest to Allied operators. When other issues come up during the year, TECNZ will run webinars to keep members informed.

Marketing

TECNZ produces international forecasts and keeps an eye on emerging trends and provides updates for members. If any supplier/business wishes to work with Tourism New Zealand in promoting New Zealand offshore, then they must be Qualmark endorsed.

Your TECNZ annual membership subscription includes a free business listing on the TECNZ website and opportunities to provide member updates.

Communication

TECNZ communicates with its members through regular e-newsletters and emails.

Your TECNZ annual membership subscription ensures you receive free regular e-newsletters, updates and surveys that canvass all TECNZ related issues. As well as regular direct emails on matters as they arise.

Governance and Operational Policy Documents

In May 2023, the Board will release a set of governance and operational policy documents for members to use as a template to review their current documents and/or customize for their own business. The policies are in the final stages of review. These have been written for TECNZ so any customisation you have for your business will suggest an independent review by your legal team.