

# TRADE TIPS

## Know your Audience

The New Zealand inbound industry covers a wide span of business; various countries of origin, different segments (luxury, special interest, mid-range) and styles of travel (e.g. FIT, Seat-in-coach, organised tour).

Background information on who does what can be revealed in a number of ways:-

From your own past connections with the inbound agent. This may be through hosting a famil into the region, sales calls to their own offices, previous attendances at trade shows (such as RTONZ – Trade Day and TRENZ), their email/phone requests to your office.

The Tourism Export Council website <http://www.tourismexportcouncil.org.nz/> has a directory of their full members along with profiles. Consider attending TECNZ's annual conference, regular forums or get involved in YoungTEC.

Check out the websites of the inbound company. Most will have an "about us" page.

Check out their profiles on databases such as TRENZ. This is quite extensive information and very handy.

Pre event profiles (if provided by the inbounder!).

## Be Nimble

With a solid base of knowing your audience, be prepared with different presentations that are tailored to their needs.

For example, if you are meeting with a coach tour operator they won't be interested in the latest B & B which can only accommodate only 2 guests as they'll be looking for a hotel which can cater for a coach load. Similarly, they'll be looking for activities that can manage that size group too.

Conversely if you are meeting with a predominately FIT operator creating bespoke itineraries for luxury clients then the new back packers isn't going to be of interest!

If you are meeting with an inbound operator who only deals in the Chinese market don't present product who are unable to cater to Chinese cultural and language needs.

## Know your Operators/Members

It's important to know which of your operators are export ready (more about that below) and who are interested in business from the trade. Is their product attuned to the trade?

Which country(s) are they targeting,

Do they have foreign language information/staff for the country they're targeting,

What is their capacity? Are they suited to coach loads, FIT's, special interest guests.

Do they operate year round? Are they a seasonal operation e.g. boat cruise in summer or ski area in winter.

Do they have staff managing reservations so that confirmations can be turned around quickly?

Do they have the admin/accounts staff to manage the vouchers/billing that are part of a business relationship with an inbound operator?

## Export Ready

It is vital to only present products from your destination that are 'export ready': that is they are set up to manage international business from inbound operators.

Does their pricing structure allow for commission levels of 20-25% (sometimes 30% for volume) in order to secure the business? This can't be added-on to the retail price but must be inherent in their pricing regime.

Have they got pricing schedule for the next season and the season beyond i.e. 1 – 2 years in advance?

## Destination Content

This is really important for inbound operators as it helps embellish their itinerary/brochure website. The easier you make this task they more likely your destination will get good profile.

So make your image/video library easy to access and download images, provide various lengths of editorial copy. If they inbounder is active in social media provide your various handles and hashtags.

## Follow Up

Ensure that what you promised you would provide, is ultimately provided. This is not only your own destination content but if the inbounder has a particular interest in one of your operators make sure that operator seizes that opportunity and follows up that commercial lead themselves.