

Membership Registration Central Otago TOURISM Operator/s

Thank you for your interest in becoming a member of Tourism Central Otago (TCO).

Tourism Central Otago (TCO) is the official Regional Tourism Organisation (RTO) responsible for co-ordinating and facilitating the marketing of Central Otago as a visitor destination within New Zealand and internationally. Tourism Central Otago:

- Is a resource unit available to local Central Otago based tourism businesses as well as national and international Travel Trade.
- Develops Central Otago marketing resources for the consumer and travel industry;
- Is available to assist operators who wish to learn more about working with different visitor markets and distribution outlets;
- Develop and maintain the regional website www.centralotagonz.com ;
- Works closely with Tourism New Zealand, local and national tourism organisations' and industry.

Tourism Central Otago operates within the principals of 'destination management' which requires that member businesses **must** meet all their legal obligations and adhere to the following principles:

- All relevant consents, permits and operating licenses must be held.
- The contact details for your service / product must be administered (i.e. phones answered and emails checked)
- If you advertise and/or offer a tour, product or service you must run / deliver it.

To be a member of TCO an organisation / business must meet ALL legal obligations, e.g. Building and Resource Consents, DOC Concessions, OSH etc. Please supply all relevant information as requested on the membership form.

Please ensure you fully complete this application form, retaining a copy for your records.

Once your membership application has been processed (and fee paid if a subscription member) the details of your business will be forwarded to our four Visitor Information Centres to include in their product list/s, and uploaded onto our database ready for you to supply us with the website content.

Membership Categories

Tourism Central Otago provides membership to **BUSINESSES trading in the Central Otago District Council (CODC) area.**

We have two types of membership – EITHER:

- A. Rate Contributing Member:** an individual, company or partnership who pay or contribute to the current CODC rate or an individual, company or partnership who pay rent to CODC for the operation of their 'Tourism Business'. These businesses are automatically members of TCO and **no membership fee is required.**

OR

- B. Subscription Member:** an individual, company or partnership trading in Tourism, who **does not** pay or contribute to the current rate of CODC and **do not** pay rent to a CODC ratepayer. These businesses can become members of TCO upon payment of an **annual membership subscription of \$300 + gst per annum (1 Jul – 30 Jun) – pro-rata from date of joining.**

NOTE: *The Subscription Members business or product must relate directly to Central Otago's core product/s.*



Membership Registration Details:

It is essential that you complete **ALL** the following information to enable us to process your registration.

Business/Trading Name:	
Contact Person/s:	<i>First name/s:</i> _____ <i>Surname/s:</i> _____
Position:	_____
Postal Address:	_____
Physical Address:	_____
Town:	Postcode: _____
Phone Wk:	Phone Hm: _____
Freephone:	Cellphone: _____
Email:	Fax: _____
Website	_____

Product / Business Description: <i>Please provide a full description of your tourism business including type of business, hours and days of operation, capacity (number of people you can cater for), additional services etc.</i>

Please select the correct category for your tourism business, tick the appropriate box below and complete details:
<p>A. Rate Contributing Member: Individual, company or partnership who pays or contributes to the current CODC rate. <input type="checkbox"/></p> <p>What is the registered name of the person / organisation paying rates? _____</p> <p>What is the associated CODC Rates assessment number? _____</p>
<p>OR</p> <p>B. Subscription Member: Individual company or partnership who does NOT pay or contribute to the current CODC rate. You will be invoiced the fee of \$300 + gst per annum (01 Jul – 30 Jun) on receipt of this form <input type="checkbox"/></p> <p>What is the registered name of the company / person / organisation? _____</p>
<p>Do you require a Resource Consent to run your business? Yes <input type="checkbox"/> No <input type="checkbox"/></p>

Please ensure you complete all relevant details that apply to your tourism business / operation

	Comment/s
CODC Rates Assessment Number: _____	
Resource Consent Number: _____	
DOC Concession Number: _____	
Other Licences: eg. LTSA / CAA / MSA	

MEMBERSHIP BENEFITS: (Please complete this section to ensure your free TCO membership benefits are actioned on acceptance and confirmation of membership.)

<p>FREE Standard Website Listing</p>	<p>Members of TCO may have a free standard listing on www.centralotagonz.com . If you wish to take advantage of this please email the content detailed to Alison.mason@codc.govt.nz</p> <p><i>NB: All enquiries from www.centralotagonz.com are directed to Central Otago Visitor Centre's.</i></p> <p><i>NB: additional online opportunities to promote your business are available at an extra cost – please contact Alison Mason if you would like to know more.</i></p>	<ol style="list-style-type: none"> 1. Two Hundred (200) Words Descriptive text about your product – in a microsoft word document 2. ONE (1) x Landscape shaped images in JPEG file (200 – 300 dpi recommended) 3. Your Business and Qualmark logos as applicable in JPEG files
<p>Central Otago Visitor Guide</p>	<p>TCO publishes 45,000 copies of the Central Otago Visitor Guide each year. The guides are distributed throughout New Zealand and to key international markets.</p> <p><i>Operators have the option of purchasing colour advertising space at rates applicable at time of publication.</i></p>	<p><input type="checkbox"/> Yes</p> <p>I am interested in advertising in the next edition of the Central Otago Visitor Guide.</p>
<p>FREE Electronic Newsletter</p>	<p>A regular emailed newsletter titled 'A World of Tourism' to communicate current opportunities, events, and happenings in tourism relevant to our region. The newsletter alerts you to key marketing opportunities and you are encouraged to ensure you receive and read it.</p>	<p>I wish to receive the TCO Newsletter 'A World of Tourism'.</p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>
<p>Bookings via Central Otago Visitor Centres</p>	<p>Central Otago Visitor Centre's transact bookings on behalf of approved tourism operators on a commission basis.</p> <p>An online booking engine is also available via www.centralotagonz.com</p> <p>A Commission component of 10% will be retained upon each booking (as agreed by both parties). NB: All Operators must complete the Agency Supplier Agreement forms included in this pack.</p>	<p><input type="checkbox"/> Yes I wish to utilize the services of Central Otago Visitor Centres.</p> <p><i>NB: Commission charges are NOT to be added to the retail rate the client pays, nor shall the customer pay an additional charge to cover a commission component.</i></p>

Brochure Display	Members of TCO may display a professionally printed DLE sized brochure at each of our FOUR Central Otago Visitor Information Centre's. A fee applies.	<input type="checkbox"/> Yes I have a brochure I wish to display. Please indicate which centre/s you wish to display your brochure. <ul style="list-style-type: none"> • Alexandra <input type="checkbox"/> • Cromwell <input type="checkbox"/> • Ranfurly <input type="checkbox"/> • Roxburgh <input type="checkbox"/>
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ADDITIONAL MEMBERSHIP BENEFITS *(conditions apply)*

Please indicate if you would like to be involved and/or receive more information regarding any of the following:

Central Otago 'A World of Difference' Regional Identity

We encourage operators to aspire to meet the values of the Central Otago Regional Identity. Operators may apply to become a member of the Central Otago Brand Users Family. Once your application is approved the Central Otago A world of Difference logo may be used in your promotional material, and you can take advantage of the extra opportunity to profile your business as a brand user on www.aworldofdifference.co.nz

Additional Online Benefits

TCO provide a number of additional ways to promote your business within the online space – i.e. website and social media. Indicate here if you are interested in discussing these and/or would like information on what options may be suitable for your business.

Tourism Central Otago Marketing Resource/s

Use of Product Directories and other generic brochures produced by TCO to assist in your promotional activities

Media and Communications

The opportunity to be included in itineraries for international media through Tourism New Zealand's International Media Programme (IMP) and other targeted visiting media.

Travel Trade Itineraries

The opportunity to be included in itineraries for visiting international travel wholesalers and travel agents.

Participation in Industry Trade Shows - eg. TRENZ

TCO attends strategic Industry Trade shows annually. There are additional opportunities for Central Otago businesses to participate if their business / product meet the criteria of the event.

I acknowledge that I have read and understood the conditions and benefits associated with becoming a member of Tourism Central Otago.

Signature: _____

Thank you.

Please now check that you have completed all sections and signed this application form. We recommend you keep a copy for your own records.

To lodge your application please forward all completed forms to:

***Alison Mason – Market Support
Tourism Central Otago
1 Dunorling Street
PO Box 353
Alexandra 9340
P: (03) 440 0637
E: Alison.mason@codc.govt.nz***

Once your application has been processed and approved we will contact you to confirm your membership.

We look forward to working with you as we continue to promote Central Otago as a visitor destination making a 'World of Difference'.

** Tourism Central Otago reserves the right to revoke membership at any time should the need arise.*

** Please note that Tourism Central Otago does not supply information from our database to third parties.*

Office Use Only		
	Date	Initials
Appointment	<input type="text"/>	<input type="text"/>
Planning	<input type="text"/>	<input type="text"/>
Finance (if applicable)	<input type="text"/>	<input type="text"/>
Database	<input type="text"/>	<input type="text"/>
Website Listing	<input type="text"/>	<input type="text"/>
Correspondence	<input type="text"/>	<input type="text"/>
Visitor Centres Advised	<input type="text"/>	<input type="text"/>