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## FROM THE TCO DESK

It continues to be a busy time for TCO with lots happening over the past couple of months—including TRENZ, US wholesaler famil, international media (caught in the snow!), Australian market seminar and alerts out for scams from the UK.

**TRENZ**— TCO attended TRENZ together with four Central Otago operators—Goldfields Jet, Golden Gate Lodge, Cycle Surgery/MOA and Southern Lakes Spectrum. Key outcomes to note:

- Interest continues to grow for the Otago Central Rail Trail and wine in the region, accommodation particularly lodge and boutique style (high end product), some 4WD product, suggested self drive itineraries and day options from Queenstown.
- Product development opportunities for our region – top quality accommodation along the rail trail, 3 in 1 pre-packaged options with various operators collaborating together to develop, farm stays/visits for larger groups.
- There is an increase in on-line travel agents (providing an information and booking service) seeking information (some seeking dollars) from regions to develop regional pages with product either sourced directly or through aggregators (handling agent).
- Sustainability and carbon footprint is becoming more of an issue for travellers from the US, UK and Europe. Newspapers in UK now have Green sections. Key words - sustainability, carbon footprint, global warming, eco friendly to environment ie. Operators need to be conscious about looking after the environment, how 'green' is your operation?, putting something back into the environment to help offset their footprint on the environment.
- Operators must understand the distribution chain and commission structure and be offering 20% commission rate (minimum) to be working in the international markets and need to make at least one visit annually to the inbound operators in Auckland and Christchurch.

### **Have TCO got your Trade Fact Sheet?**

Please, please make sure that TCO hold current trade fact sheets together with rates and validity period (show nett and retail rates) on your product. TCO can provide you with a fact sheet template if you need an example. Please contact Alison Mason on [alison.mason@codc.govt.nz](mailto:alison.mason@codc.govt.nz).

**Scams from UK**—be very aware of email scams currently coming out of the UK market. These are generally from a yahoo or hotmail address, seeking accommodation bookings for small parties (2+ pax) and wanting your account details to pay directly to you. Need to know more? Contact TCO on 03 440-0637 or [Alison.mason@codc.govt.nz](mailto:Alison.mason@codc.govt.nz).

**Opportunity to advertise in Visitor Centres**—A4 rotating light boxes (triangular) are now at the Cromwell, Alexandra and Maniototo Visitor Centres. Costs are \$21 per month per 1 side + product costs (A4 sheet needs to be supplied on prisma backlit film).

For more information or bookings contact each Visitor Centre directly, Cromwell tel 03 445 0212, Alexandra tel 03 448 9515 and Maniototo tel 03 444 1005.

Be in quick to take advantage of this opportunity!

Tourism Central Otago  
Tel +64 3 440 0637  
Fax +64 3 440 0606  
[michelle.kinney-wilson@codc.govt.nz](mailto:michelle.kinney-wilson@codc.govt.nz)  
[www.centralotagonz.com](http://www.centralotagonz.com)

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## WEBSITE OPPORTUNITIES

Check out these websites and the opportunities they could offer you and your product—

**www.newzealandsightseeing.co.nz** is a top ranking website. Showcasing New Zealand's fantastic visitor activities, adventure, dining places and sightseeing. It is easily found on the web—being number one with au.search.yahoo, MSN, Yahooextra, Yahoo.com and Google.com.

Here's only some of what makes [www.newzealandsightseeing.co.nz](http://www.newzealandsightseeing.co.nz) so special:

**Sales leads come straight to you**—your web page will be linked to your own email, your own web home page and your own web booking form.

**Commission-free sales**—browsers will click through to your web site or booking form so reservation requests come direct to you.

**Your own unique advertiser**—log in and password access so you can update text, feature specials, pricing, check your click through stats etc.

**A choice of more than 40 activity/attraction categories**—you can list in the best place.

Please note there are no transport or accommodation sections on this site—it is highly focussed and 100% dedicated to promoting things to do in New Zealand. There is a choice of advertising options (each for 12 months) from Platinum to Bronze. To receive brochure information about the website please contact Alison Mason on [Alison.mason@codc.govt.nz](mailto:Alison.mason@codc.govt.nz) or go to [www.newzealandsightseeing.co.nz](http://www.newzealandsightseeing.co.nz).

**Wotif.com** sells accommodation online in over 40 countries. Great rates, broad accommodation range, easy to use site and 24/7 Customer Service Centre have made wotif.com the most popular way for travellers in Australia and New Zealand to book accommodation online.

### What Wotif.com can offer you

- Wotif.com offer promotional opportunities via Wot's Hot, Wot's On, Flaming Deals and e-newsletter free of charge.
- There is no registration or annual fee to Wotif.com suppliers, there is a 10% commission fee on all successful bookings.
- Suppliers are not required to contract rates. Wotif.com allows you to sell inventory at rates nominated by the supplier with no minimum allotment required.
- A secure login and password gives you full control of your property information and rates.

If you would like to register your property with Wotif.com, go to [www.wotif.com](http://www.wotif.com) and click the suppliers tab and follow the instructions. Wotif.com will contact you with more information about how they can work with you to promote your property.

**Trade Me** is launching a travel tab to its hugely successful [trademe.co.nz](http://trademe.co.nz) website. Vianet is providing the booking and banking system for Trade Me. If you are already registered with Vianet you don't need to do anything. Registration on Vianet—[www.vianet.travel/about/trademe](http://www.vianet.travel/about/trademe) is free and they can help you through the process should you need it.

- A commission applies whenever a traveller books through Trade Me (or any other website incorporating vianets system). The commission is 9%, plus 3% credit card processing fee.
- The credit card fee covers collecting full payment from the traveller and making the money available to your bank account when the traveller arrives.
- We take care of invoicing the traveller, distributing the commission and managing the cancellation policy for the booking. All you need to do is give the traveller a great experience.
- As a tourism operator you also get a free listing on our interactive travel maps which are being embedded into hundreds of websites and can use the Vianet tools to take bookings directly from your own website or place of business for FREE, with NO COMMISSION. The only cost involved is a 3% credit card processing and banking fee.

Getting a booking is easy and includes options where you don't need to manually update your availability. Email your local Vianet rep [terry.davis@vianet.travel](mailto:terry.davis@vianet.travel) and he will make contact with you to answer all your questions and ensure you're all set up.