

Insights to add value to your business

Tim Cossar, Chief Executive, Tourism Industry Association NZ

“All markets sourcing domestic visitors are struggling given the high dollar and cheap international options,” according to AA Tourism Chief Executive Peter Blackwell. Blackwell is one of several industry leaders expressing his take on the mood of the industry in TIA’s new Insights Report.

Launched last week, this monthly report contains valuable up-to-date information and research to help tourism operators with business planning and decision making.

Information is the key to leading the way in business today. But there is such a plethora of information it can be overwhelming, especially for small and medium sized business who don’t have the time to sit and trawl through pages of statistics and research.

That’s what TIA has done for our members. Insights Report combines our own research on the current state of the tourism industry with interpretation of current tourism-related statistics and international reports. Along with facts and figures, each month we will analyse what that means for New Zealand tourism operators.

‘Mood of the Industry’ will be a regular Insight section, featuring short interviews with key players from across the industry. Some of the issues coming through this month are short booking times, the high Kiwi dollar, and the need to focus on length of stay, not just visitor numbers.

The flat domestic market is another worry for operators, and Insights has tips on how to encourage Kiwis to take a holiday, and take it at home.

Interislander Sales Manager Simon Payne is worried about the impact of the UK and German air passenger taxes. He says these are valuable but fragile markets and we don’t need any further barriers that might deter potential travellers coming here.

Payne also comments about Tourism New Zealand, and is pleased that the government agency “recognises there needs to be more to their marketing message than Mitre Peak and adrenaline activities”. He’s referring to TNZ’s new marketing strategy which will target people who already have New Zealand on their list of preferred future holiday destinations (these ‘active considerers’ are aged over 18 and are willing to spend a minimum set amount on their holiday here).

Each month Insights will analyse a key visitor market. In November we’ve looked at India, an emerging market that is expected to grow from 28,300 visitors in year ending September 2010, to almost 41,000 in 2016. Insights suggests ways to attract more business from Indian visitors, such as marketing to potential Indian visitors through friends and relatives who live here.

Insights’ trends and innovations for November include a new report on demographic change and tourism which challenges current thinking on the impacts of ageing populations for tourism, and the growing number of people who are demanding holiday facilities for their furry friends. Lufthansa has opened a luxury lounge for pets at Frankfurt Airport, and Walt Disney World is offering a full-service pet resort!

Content for the December issue of Insights will look at one of New Zealand’s top competitor destinations, the outlook for the Christmas holiday period, and trends and a key visitor market profile.

TIA members can download the monthly Insights Report from the members only section of our website www.tianz.org.

TRENZ 2011 – Exhibitors applications now open

Exhibitor applications for TRENZ 2011, 22-25 May, open today (25 November). TRENZ is the New Zealand tourism industry 's most important annual event and TIA encourages all quality tourism operators who want to put their products and services in front of influential international Buyers and media to apply now. For the first time ever, TRENZ will be held in Queenstown and showcase the Southern Lakes District. For more information visit www.trenz.co.nz