

International Media Programme

Tourism New Zealand runs a successful International Media Programme (IMP), which aims to generate inspiring international coverage of New Zealand as a quality tourism destination.

The IMP hosts and supports international media visitors to New Zealand. Venture Taranaki supports these familiarisations in Taranaki, and on some occasions your support will also be requested.

The IMP strategy targets high quality media whose reports on New Zealand will reach the interactive traveler. Around 350 international media representatives are brought to the country each year. IMP work closely with Venture Taranaki to coordinate the media itineraries in our region.

To be involved with IMP your business needs to be 'export-ready'. The IMP programme in Taranaki will generally favour operators with Qualmark accreditation, that understand distribution networks and are commissionable.

The IMP needs interesting story angles to entice international media. Stories around special, unusual or invigorating tourism products work best. When included in an IMP familiarisation, think about what makes your product or people stand out from the crowd. What is your unique selling point or your story?

The best media results are often generated by operators that inject their personality into their products.

The IMP is an extremely cost-effective way for us to promote our region – and in some cases your product. All positive coverage contributes to spreading the Taranaki message to more interactive travellers and can in some cases lead directly to increased business.

Tourism New Zealand's international media team also manages a website specifically for international

media interested in reporting on New Zealand as a destination. www.media.newzealand.com is used by media for research before and after trips and for compiling articles without actually visiting the country. New material for this site can be submitted through Venture Taranaki by sending it to info@venture.org.nz

Explore New Zealand programme

Another option to promote your product to international media and trade is Tourism New Zealand's Explore New Zealand programme.

This is a discount travel scheme for overseas based trade or media who the IMP cannot support fully, but who are still encouraged to visit New Zealand and to undertake a wide range of options while here.

Operators offer discounts or free products and services in a printed directory, which the accredited person can use whilst in New Zealand.

All media and trade are vetted by Tourism New Zealand's offshore offices before they are given an Explore New Zealand pack.

The Explore New Zealand programme has a two-year lifespan, so if you become involved you will need to be prepared to honor your offer for the duration of the programme - up to two years.

Registrations for Explore New Zealand are taken through www.tourismnewzealand.com every two years.

