

Industry associations and their role

As a tourism operator it is vitally important that you are aware of the various organisations that exist to support you and your industry, and how they can benefit you. Key organisations and the roles they play are listed below:

Tourism New Zealand (TNZ)

www.tourismnewzealand.com

Tourism New Zealand is the Crown entity responsible for marketing New Zealand internationally as a visitor destination. Tourism New Zealand markets the country under the 100% Pure brand globally.

Tourism Industry Association (TIA)

www.tianz.org.nz

The Tourism Industry Association is the largest representative body of tourism operators in the country. It is a membership-based independent organisation with over 2000 members from throughout the tourism sector — from small operators to large companies.

Regional Tourism Organisation (RTO)

www.taranaki.info

Venture Taranaki is Taranaki's RTO and Economic Development Agency. As the regional tourism organisation we are responsible for promoting the region domestically and in most cases internationally. We are

also tasked with liaising with local government, destination management, research and development and tourism sector growth. Venture Taranaki works closely with TNZ and other tourism organisations to market Taranaki tourism products to consumers, wholesalers, retail travel agents and the media.

Maori Regional Tourism Organisation (MRTO)

www.maoritourism.co.nz

MRTOs are self-identified collectives of mainly Maori tourism operators in a particular region. Venture Taranaki has a very positive working relationship with Maori Tourism Taranaki (MTT) the MRTO in the Taranaki region.

Inbound Tour Operators Council of New Zealand (ITOC)

www.itoc.org.nz

Inbound operators are responsible for providing a link between tourism businesses in New Zealand and the overseas travel companies that book them. Inbound tour operators generate bookings for suppliers and handle land arrangements for overseas travel companies. ITOC represents two levels of members: full members are inbound tour operators in New Zealand and allied members are product suppliers.



Photos: Rob Tucker



The Ministry of Tourism

www.tourism.govt.nz

The Ministry of Tourism provides tourism policy to the Minister of Tourism and works with other government agencies to manage key issues facing the sector, policy development, research and statistics, and government funding coordination.

i-SITE Visitor Centres

www.i-SITE.org

Taranaki has three official i-SITE visitor information centres. They are open seven days a week and are responsible for providing information about and/or selling a range of products and services to meet the needs of local, domestic and international visitors.

A primary focus of the centres is to provide up-to-date information on Taranaki and other regional attractions, transport and accommodation facilities.

I-SITE visitor centres can display your brochure or sell your product on your behalf. A standard commission of 10% is charged for this service by all i-SITES. The three i-SITES in Taranaki are:

South Taranaki i-SITE Visitor Centre

55 High Street, Hawera

Phone; (06) 278 8599

Email; southtaranaki@i-SITE.org

Stratford i-SITE Visitor Centre

Prospero Place, Broadway, Stratford

Phone; (06) 765 6708

Email; stratford@i-SITE.org

New Plymouth i-SITE Visitor Centre

Puke Ariki, Ariki Street, New Plymouth

Phone; (06) 759 6060

Email; newplymouth@i-SITE.org

International Marketing Alliance

www.westernnorthisland.co.nz

In conjunction with Tourism New Zealand, Taranaki has joined forces with Manawatu and Wanganui to form an International Marketing Alliance called Western North Island (WNI). The main focus of this group is to create awareness of our collective regions and products to the UK and Australian markets.



Western North Island - IMA (International Marketing Alliance) Product Manual for Manawatu, Taranaki and Wanganui

Photos: Rob Tucker

Venture Taranaki Trust

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