



## i-SITES and their role

i-SITE visitor information centres are an effective distribution channel that can help to increase your profile and turnover. If you are starting out in the tourism business, your i-SITE is one of the first and most important contacts you should make.

*Fact; 65% of i-SITE users intend to make a booking based on the brochures and information obtained from an i-SITE visitor information centre.*

*-Source; VIN Inc consumer research 2005*

### Engaging with your i-SITE

It is vital to your business that you build a strong relationship with your district and regional i-SITE(s).

Arrange a meeting with the i-SITE managers in your region to find out exactly how the i-SITE works and what they do for you. Let them know about you and your business.

It is recommended that you offer a familiarisation of your product or service to the manager and staff of the i-SITE. This will give them first hand knowledge of your business, and put them in a better position to recommend your business to visitors.

If you have new and updated information about your product or services, deliver this to the i-SITE in person so that you can inform staff personally and meet any new staff.

Keep i-SITE staff up to date on the types of person using and enjoying your product or service, as this will assist the staff in sending the right clientele to you. If you are an accommodation provider, keep in contact with your local i-SITE about availability, especially over busy periods and events. Also communicate any changes or refurbishments, changes to operating hours, if you're going on annual leave or if you change your pricing.

i-SITEs provide brochure display space, though it is important to remember that most i-SITEs charge for stocking and displaying your brochure.

### i-SITE Visitor Centres [www.i-SITE.org](http://www.i-SITE.org)

Taranaki has three i-SITE visitor information centres;

#### South Taranaki i-SITE Visitor Centre

55 High Street, Hawera

Phone; (06) 278 8599

Email; [southtaranaki@i-SITE.org](mailto:southtaranaki@i-SITE.org)

#### Stratford i-SITE Visitor Centre

Prospero Place, Broadway, Stratford

Phone; (06) 765 6708

Email; [stratford@i-SITE.org](mailto: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](mailto:newplymouth@i-SITE.org)



South Taranaki i-SITE in Hawera  
(photo: South Taranaki District Council)

