

TNZ 100% Pure New Zealand Specialist Famil Training Day

Report

20 November 2019

Destination Queenstown

PO Box 353, Queenstown 9300, New Zealand

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1. Objectives

- Build strong capability of Australian frontline agents
- Educate Australian travel agents in an entertaining and innovative format
- Facilitate new business relationships and thereby expand network of engaged frontline agents in Australia
- Increase general destination and product knowledge of Australian frontline agents
- 100 Australian frontline travel agents to become 100% Pure New Zealand Gold Specialists

2. Overview of the event

TNZ had an overwhelming 1700 Applications for this event, from this 100 qualified Australian Travel Sellers were selected. 10 Itineraries across 25 Regions in New Zealand were in action with groups of 10 visiting a couple of regions throughout their time in New Zealand. All of the itineraries finished in Christchurch where all for the RTOS would present to the agents to 'fill in the gaps' to allow each travel agent to have experienced a taste of every region in New Zealand.

Criteria for the Travel Sellers to qualify for the 100% Pure New Zealand Specialist Famil:

Home based and retail travel agents

100% Pure New Zealand Bronze Specialists or above

2 Years in Travel Industry + 18 Months in current role

Regions were grouped together to present to the agents (10 groups of 10pax) over a half an hour time slot.

Destination Queenstown, Lake Wanaka Tourism and Destination Fiordland (Southern Lakes) presented together.

Southern Lakes key messages from the presentation;

Connectivity – Direct flights from four Australian ports, frequency and flight duration

Four distinct seasons- Summer and Winter are peak seasons, travel is encouraged for Autumn and Spring

Destination is suitable for a range of demographics and budgets

Activity combos are good options for travellers who are looking at getting 'more' out of their days

3. Summary

The training day ran successfully and travel agents were engaged. Majority of the agents were familiar with Queenstown but there was a large number that had never visited before. Two from the 10 famil groups visited Queenstown during the 100% Pure New Zealand Specialist Famil. The groups enjoyed their time in Queenstown and spoke about the region very positively. All agents that attended the famil and training day are now 100% Pure New Zealand Gold Specialists.

Destination Queenstown

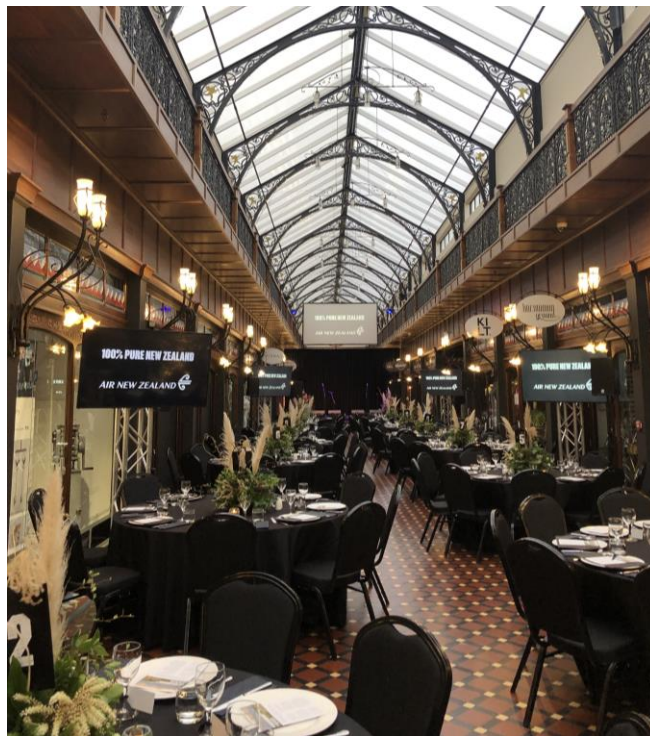
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4. Photos



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