

2023 edition

How to work with your RTO

Resources from your
Whanganui Regional Tourism Organisation



WHANGANUI
ALL YOU NEED (AND THEN SOME)

 **WHANGANUI**
& PARTNERS

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The Organisation

Whanganui & Partners (W&P) is the Economic Development Agency and Regional Tourism Organisation of Whanganui. We manage the operation of the Whanganui isite, we are the founder of Film Whanganui (Regional Film Office), and manage Whanganui's UNESCO City of Design status. We maintain relationships within the UNESCO Creative Cities Network in this capacity.

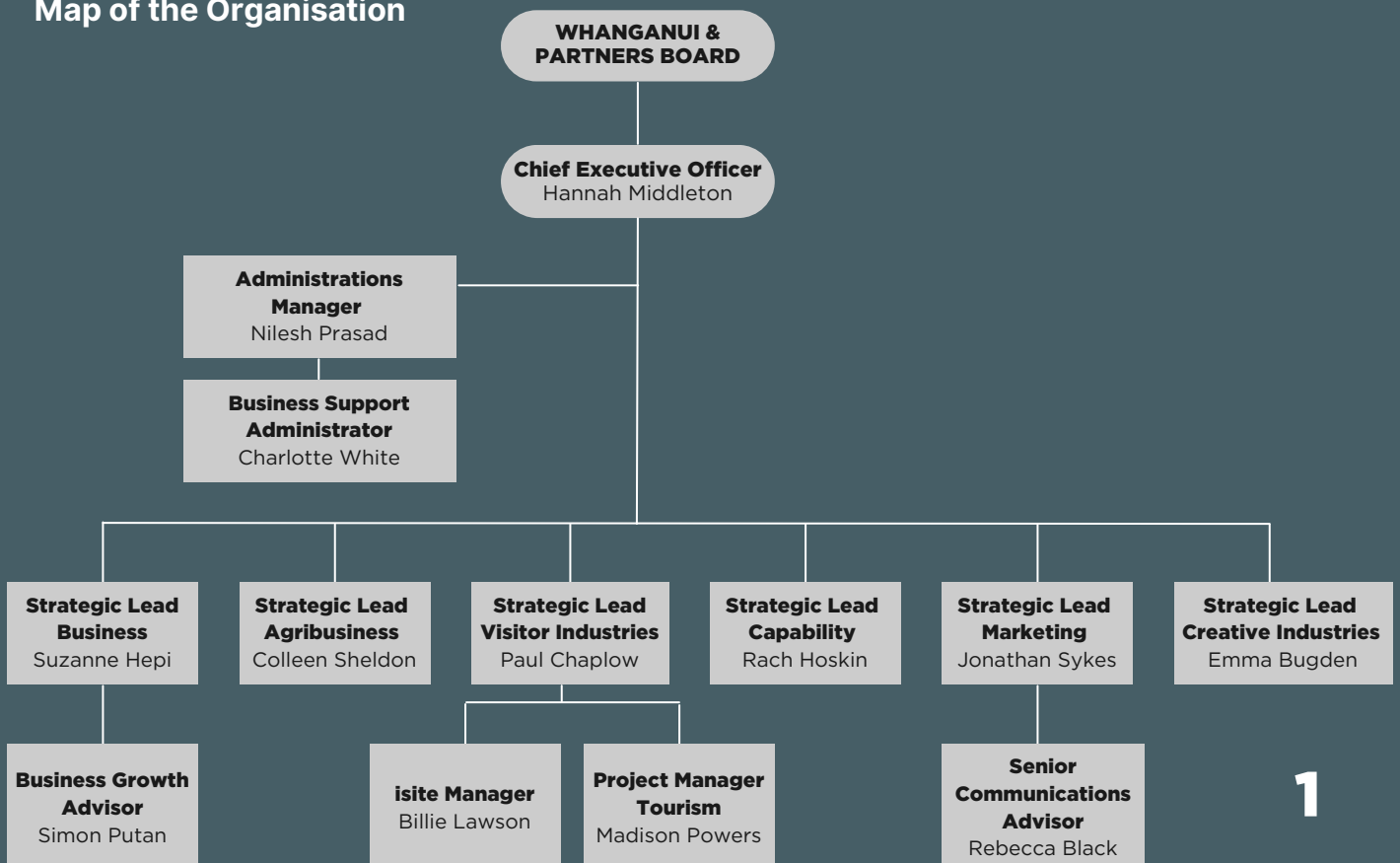
What is our mahi?

Our mission is to lead and drive richness and opportunity through business, education, and lifestyle. We work to promote Whanganui as a destination to live, visit, work, study and invest. Our activities include supporting new and existing businesses, bringing new events and supporting existing ones, promoting and marketing Whanganui and providing the latest economic data, analysis and commentary on the Whanganui district.

Who makes up the team?

We have diverse subject matter experts in our Whanganui & Partners team, who you have access to depending on what you're looking for. You can see the structure below.

Map of the Organisation





Who do we work with?

We consider collaboration and inclusiveness to be essential in the work we do. We achieve our goals by developing relationships with other groups, organisations, agencies and people who share our vision for Whanganui.

We value our key iwi partnerships with Tūpoho, Tamaūpoko, Hinengākau, Ngaa Rauru Kiiitahi, Ngā Wairiki Ngāti Apa and Ngā Tāngata Tiaki. We are a Council Controlled Organisation and Whanganui District Council is our 100% shareholder.

We work closely with a large number of agencies and organisations including Whanganui Māori Regional Tourism Organisation, Business Whanganui (Chamber of Commerce), Te Manu Atatū, 100% SWEET, Mainstreet Whanganui, Te Pūkenga (UCOL), central government agencies, local businesses and motivated leaders. We have productive working relationships with other economic development agencies, in particular our neighbouring EDAs/RTOs Central Economic Development Agency (CEDA), Venture Taranaki and Visit Ruapehu, and we are always receptive to forming connections with those whose goals align with ours. All of these relationships help us connect people with the resources and assistance they need to thrive in our economy and our community.

How to stay up to date with the team at Whanganui & Partners?

We have a range of ways you can keep up to date with what's happening in the Whanganui economy and what we've been up to. If you're interested in the behind-the-scenes of what we're doing in our mahi and staying in the loop with events coming up, join us on our Whanganui & Partners social channels (Facebook and LinkedIn) or sign-up for our monthly newsletter. If you're more interested in diving into the details and going to an in-person event where you can ask us questions, we host Public Forums twice a year, and more intimate gatherings called Sessions between our Public Forums, where you can have a conversation with our Strategic Leads about your ideas and/or concerns. Our Visitor Industry team regularly hosts updates on what's happening in the Visitor Industry every quarter. There are plenty of opportunities to connect with us, and we always have an open door if you want to have a chat.

About our Regional Tourism Organisation

As the Regional Tourism Organisation for Whanganui, Whanganui & Partners looks after the promotion of the Whanganui region and represents the voice of the destination to potential visitors. The organisation is also instrumental in ensuring strategies are in place so that the destination can remain sustainable and attractive over the long term. There are 31 RTOs in New Zealand, each varying in size, structure, and scope of activities they undertake. Some RTOs are fully funded by councils (like ours), and some are funded by annual membership. RTOs act as a bridge between tourism operators, national tourism bodies, and local and central government.

Your Visitor Industry (also referred to as RTO) team at Whanganui & Partners are:

- Paul Chaplow - Strategic Lead Visitor Industries

Supported by:

- Jonathan Sykes - Strategic Lead Marketing
- Rebecca Black - Senior Communications Advisor
- Rachel Hoskins - Strategic Lead Capability
- Madison Powers - Project Manager Tourism

Our Strategic Lead of Visitor Industries also looks after the Whanganui isite Visitor Centre, which employs a range of Visitor Consultants who can help add value to your business promotion as well.



Working with the W&P/RTO team

No two days are the same for us, and our small team looks after a wide variety of projects on the go to promote Whanganui as a destination to visit. We have specialists working on different aspects of the promotion and sustainable development of Whanganui as a visitor destination. Our BAU includes:

- Looking after the brand for Whanganui. We're the voices and custodians behind Discover Whanganui's brand estate. This includes the social media, website, and promotion of the destination.
- Promoting Whanganui to visitors. Behind each magazine feature, newspaper article, TV interview, or sponsored Insta influencer trip with people visiting Whanganui, we usually have played a part in the behind-the-scenes. These opportunities come up through hosting a journalist or writer in Whanganui as a famil, or pitching stories to these news outlets. Part of our always-on marketing activity also includes developing tourism campaigns multiple times throughout the year.
- Creating more tourism products for the region. We're interested in developing tourism products for the region that will add value to the offering we currently have here in Whanganui. Some of the new tourism products that we've focused on in the past few years include developing the Coastal Arts Trail, creating better interpretive signage for the region, and helping support other organisations' aspirations for the development of an Eco-Cultural Hub.
- Developing a sustainable and economical visitor industry. Our Destination Management Plan enables us to think about the future and develop our destination in a way that is sustainable for our destination.

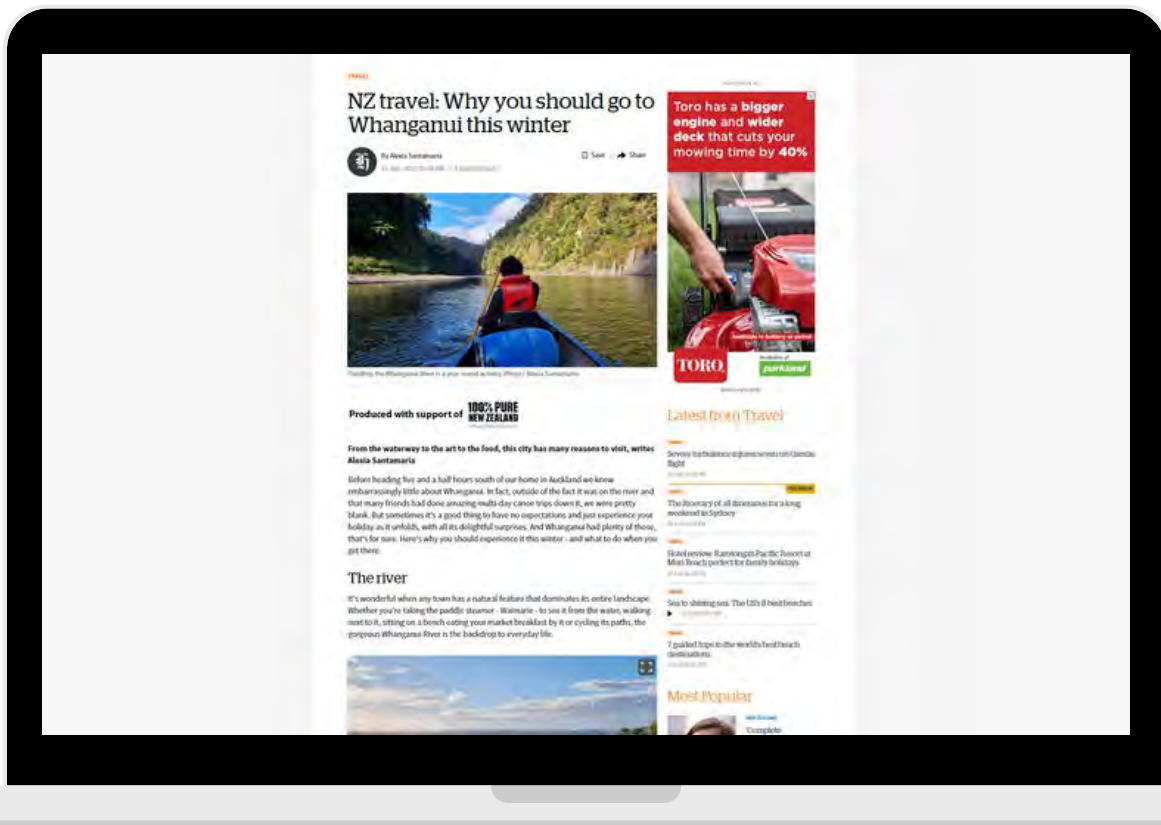
Beyond this, since our team is integrated into an Economic Development Agency, Whanganui & Partners has other subject expert members of the team that can help support you in the development of your business and capability in this space. As always, our doors are open!

How can you leverage working with us?

Showcasing the best of what Whanganui has to offer in its visitor industry, and ensuring we play a key role in developing our destination as a place where sustainability is championed and is at the forefront of the key priorities for the Visitor Industry team at Whanganui & Partners. If you're keen on understanding how your business could leverage working closer with us, here are some things to consider.

Get familiar with famils

Famils offer a great low-cost option to garner better (or more) PR activity for your business. A famil is short for familiarisation – this is an activity where you offer opportunities to interested parties to visit, experience or attend your visitor experience so they can better familiarise themselves with your product. This is common practice in the tourism industry and happens for a variety of reasons.



Famils typically happen for:

- Your local isite/tourism team – Have you had the Visitor Industry team visit recently? Or maybe they haven't experienced your new tour yet? Let us know what your schedule looks like and we're happy to pop along. It's important to keep us up to date with what's happening at your business and give us the opportunity to experience your offering. We're the ones encouraging people to visit Whanganui, so the better you can equip us with what you have on offer, the easier it is for us to pitch your products.
- Media representatives, journalists, and editors – Media regularly reach out to our team to write about Whanganui. Famils offer the opportunity for media to experience what your business has to offer. Famils in a media format means that they'll be coming here to write a story. If you're asked to take part in a famil, this means your business will be featured in an upcoming article, video, publication, or otherwise that promotes Whanganui. Media will usually have a specific brief and angle in mind prior to travelling, and most of the time we have less than a month to a few weeks' notice to organise these media visits. We also require you to regularly send us your up-to-date business documentation for health and safety, so we can have that on file when we're planning famils. If you are unable to provide us with documentation, we won't be able to send media your way. With the nature of famils and getting wide PR coverage, we need to ensure that your operations are up to scratch with code since these articles will be encouraging others to come visit your business and experience your offering.

- Tourism New Zealand, inbound tour operators (IBOs) and wholesalers – The team at Tourism New Zealand also organises famils for their international staff, media, and IBOs. IBOs are part of the international distribution channel for tourism and can be based both within New Zealand and internationally. They are responsible for preparing itineraries and packages and booking on the ground arrangements on behalf of internal wholesalers who in turn provide retail travel agents with brochure travel packages. These individuals typically are only interested in products that are relevant to the international market, are commissionable (approximately 25%) and available and open year-round.

Operators are asked to provide famils free of charge, unless otherwise agreed.

If your business is asked to take part in a famils, there's an understanding that you'll be receiving publicity from this opportunity. This could either be visibly in the media or you've upskilled sales reps to promote your brand in the market. It's a strong recommendation that you have fresh professional photos, up-to-date marketing collateral, a user-friendly website with an online booking portal, and active social channels to be prepared for the media opportunities that pop up. As for the travel agents, wholesalers, and inbound operators, you need to ensure your product is current with a commissionable pricing structure for a 12-to-18-month period. It's helpful if you share all of this with your tourism team so they can jump at offers for you as well.



Utilise the Regional Business Partners programme

The bonus of having your RTO sit within an economic development agency is having the other speciality roles in the team that are able to help assist your business as well. We have a Business Growth Advisor who works at Whanganui & Partners and delivers the [Regional Business Partners programme](#). This programme is aimed towards businesses that are small to medium and are keen to strengthen and grow their business to the next level. Our Growth Advisor is able to take a birds-eye-view at your business in its entirety, and based on your needs, they'll connect you with the right resources, people, and training to help move your business forward. Your first step in accessing this programme is signing up online on the Regional Business Partners programme [website](#), then you'll be able to set up a meeting with our in-house Growth Advisor.

When you sit down with the Growth Advisor, the first thing you'll do is have a discovery session and look over your business plan. From there, the Growth Advisor will give you some feedback to consider for your business or areas of opportunity to explore. You may also be eligible for funding that helps you access specific training and advice that would benefit your business. This funding will only cover up to a 50% subsidy towards the registered service cost, capped at \$5,000 per annum (GST exclusive). Funding can only be used with services registered with the Regional Business Partners network and can be used in the areas of Business Planning, Business Systems, Business Sustainability, Capital Raising, Export, Finance, Governance, Lean Manufacturing/Business Operations, Managing Resources, and Marketing.

Come have a kōrero with our team

Our tourism team are well equipped to answer any questions you might have about running a tourism business in Whanganui. Whether you're looking to start a tourism business or you're keen on looking at avenues where you can further develop your business and want to understand a bit further some of the opportunities for the area, we're always available to have a chat. A core part of our role is regularly waving the Whanganui flag with sellers both here and overseas, so we have a good idea of the destination's opportunities and challenges. If you're thinking of starting a tourism business, developing a new tourism product or looking to bring a new tourism experience to Whanganui, get in touch.

If you're keen on getting regular updates from our team, we run a [Facebook group for our Visitor Industry](#) in Whanganui. This group has regular posts with updates and opportunities to be aware of from our tourism team, and also is a platform where you can post questions if you have any. We also send out regular Visitor Industry newsletters, so let us know if you'd like to opt into these.

For further information, please reach out to Paul Chaplow, our Strategic Lead - Visitor Industries at paul.chaplow@whanganuiandpartners.nz.



Working with the isite team

The isite network is New Zealand's official visitor information centres and was introduced to New Zealand in the 1990s. Similar to RTOs, isites vary in size, structure, and scope of their activities. Our isite is fully funded by the council and managed by Whanganui & Partners. Every person who works at isite is a local expert, so they help connect the dots for visitors when it comes to activities, attractions, accommodation and transport.

We have an average of 26,000 people interacting with our isite each year and our team helps support visitors with a range of activities. The most common question for our team -- what's there to do here? It's an easy one we can answer, there's a heap! Visitors typically come to the isite when they're either planning a trip, or they're visiting Whanganui and want to find all the hot spots to see, eat, and explore. Our friendly team at the isite help them with all their planning needs. This includes:

- Creating itineraries for visitors and booking experiences nationally for them
- Booking local tourism experiences for visiting guests
- Providing collateral to people interested in learning more about the activities in the area
- Recommending places to eat in the city to suit their needs
- Providing directions to areas of interest worth visiting
- Selling tickets to events

If people are looking for local advice on the best of Whanganui, our team are always here to help point them in the right direction.

How can you leverage working with us?

We get a number of people who come straight to the isite team to book their adventures, and we're here to showcase the best of what Whanganui has to offer. If you're interested in involving the isite as a key pillar in your marketing plan, here's what you can do to help us add value to your business.

Sign-up to work with us

If you're interested in working with us, get in contact with us at info@discoverwhanganui.nz. In order to be featured at the isite, we require you to allow a 10% site commission, you must offer an acceptable standard and quality of product, provide an adequate stock of collateral, and have an easy-to-use booking system (Bookit, agency login to another online booking portal, or via telephone arrangement). Once you review and sign the agreement, we'll be happy to support your business through the isite network.

Keep us in the loop

Please pop in for a visit! The best thing you can do to keep your business top of mind at the isite is to keep our team regularly updated with new offerings, packages, and deals. The more information you arm our Visitor Consultants with, the better they can promote your business on your behalf. It's also a good opportunity to ask what your business can do to be promoted further. Maybe you're interested in increasing your bookings at the isite and are unaware of the barriers they're facing with promoting your business (whether that be lack of collateral, no process for booking etc), we're here to help support you. We also are always keen to visit you to see what you have on offer as well. Please reach out and we'll organise a time with you to pop in for a visit.



Our promotion/famil checklist

Start leveraging the opportunities you could access through your local RTO! We want to see our region's tourism economy thrive and by working together, we'll be able to successfully make that happen for Whanganui.

We're just as passionate as you are about this region, and we love every opportunity we get to promote it. When we're putting together tourism campaigns, or preparing famils to share how great our place is to explore, we need to ensure we do our due diligence before promoting businesses to ensure they're safe and accessible for visitors. We also need to ensure that the experiences that are being promoted fit within how we market our region to visitors and trade. These are the things we consider or need prior to promoting your business.

Promotion/famil checklist

To be eligible to leverage the RTO's marketing opportunities, see what we look for below.

MANDATORY

Your business has sent to the RTO team your:

- Health and Safety plan (not applicable if Qualmarked)
- Current first aid certifications
- DoC concession (if applicable)
- Maritime New Zealand certifications (if applicable)
- Adventure Activities Regulation e.g. Adventure Mark (if applicable)

STRONGLY RECOMMENDED

Your business regularly updates the RTO team with new packages, or provides updates on your future business plans.

Your business has current up-to-date photography/videography that you make available to the RTO regularly

You are certified for Qualmark

You have an active online presence on social media (Facebook, Instagram, etc)

Your website is accessible, easy to use, and provides an online booking form

Interacting with our brand: Discover Whanganui

Whanganui & Partners is the guardian of the Whanganui brand. We look after how, where and to whom Whanganui is promoted. The brand is only as strong as the products and experiences visitors can engage with. We encourage collaboration to enable our businesses to act as ambassadors for our brand. Familiarise yourself with the following to help do your bit!



Image and video resources

- Periodically, Whanganui & Partners commissions photographers and/or videographers to capture the very best of Whanganui. With so much to show off we may not 'shoot' your business every time. We have a Resource Hub on our website, allowing you access to our images. All you need to do is create a login for free access. Can't find something? Get in touch - we may have this on our files or it will help us understand what may be required for the next shoot
- If you have your own photography, we encourage sharing these to build up our bank of imagery. This is particularly helpful in 'high-frequency' channels such as social media where we're always looking for new content. You may have a new menu item or big night coming up
- We're connected to a bunch of great creative talent - let us know if you need recommendations
- Whanganui & Partners has a suite of videos we can share for businesses able to display these

Use of logos

- To consumers, we use our 'Business to Consumer' "Whanganui" brand rather than "Whanganui & Partners". Should you wish to use the logo, don't hesitate to get in touch. Brand guidelines are available for more information on how to use the logo correctly
- Work to create a UNESCO City of Design "badge" is also in place to ensure we can encapsulate the designation for all local businesses

Your business talking about Whanganui

- We encourage you to share our stories and web content through your own channels. If you have something more complex or aren't sure, please contact us

Connect with us on social media

- Sharing our content is a great way to gather engagement from your audience. Follow us @discoverwhanganuinz on Facebook and/or Instagram
- We will occasionally share high-quality content from local businesses when appropriate, with a goal of maintaining an interesting, engaging mix of content for our 32k followers

Help give us insight

- We love to hear anecdotes to support and inform what we're looking to do through our marketing campaigns, please share good feedback or notable visitors to your business with the team

General points around our marketing approach

- We know we're in a competitive market and we have limited budgets. We concentrate our advertising investment on specific behavioural and geographical segments in the market. In these markets, our media selections are chosen for their impact potential and to provide a sense of stature and trust in the brand. For example, through large billboard formats.
- Promotion is only one aspect of marketing. We encourage businesses to think about other important aspects of the marketing mix such as pricing, place and product. This development will enhance the promotional aspect.
- Through the UNESCO City of Design designation, we now have a credible 'proof-point' that threads together a number of areas of what makes Whanganui great - our heritage, our creativity, our commercial credentials, and our discernable differences.
- We are a challenger brand - we need to think and act differently to stand out in the market.



Championing the Destination Management Plan

Whanganui & Partners has developed a Destination Management Plan for the Whanganui region, which essentially is a suite of strategies for building and managing the visitor economy for our destination. This is a plan that is led by the Whanganui RTO and is shaped by the community. It's a process that enables us as a region to plan for the future of our visitor industry. This means that this plan isn't owned by just one person – it's owned by the community and should be a plan that is championed by a range of organisations, businesses, and people. This plan considers the social, economic, cultural and environmental risks and opportunities for the area and is a living document that will regularly be reviewed. You can find our Destination Management Plan on the website at discoverwhanganui.nz/DMP.

Through the Destination Management Plan process, we identified six strategic priorities to focus on, which you can see in the diagram below.



Similar to the council's Long-Term-Plan, this plan focuses on the next 10 years. This plan was developed in 2020 and is due to be reviewed every three years with the community.

What does this plan mean for your business?

It means you can see the overarching vision for the destination, and have a better understanding of where the RTO is putting its resources in terms of future projects, initiatives, and priorities.

This Destination Management Plan also provides you with a wealth of information for your business to make data-driven decisions. Here are some things to consider when you're reading the plan:

- Do you see your business fitting with the vision for our destination? If you don't, do you think there are opportunities for growth in different aspects of your business?
- Are you looking to introduce new packages or tourism products to the region and don't know where to start? You might find some gold in this document that could give you some things to consider.
- Have you been looking to nail your marketing plan and are keen to dive into some data on who you should target, how you should be targeting them, and where they're based? We have a few different sections in the plan that you might be interested in.

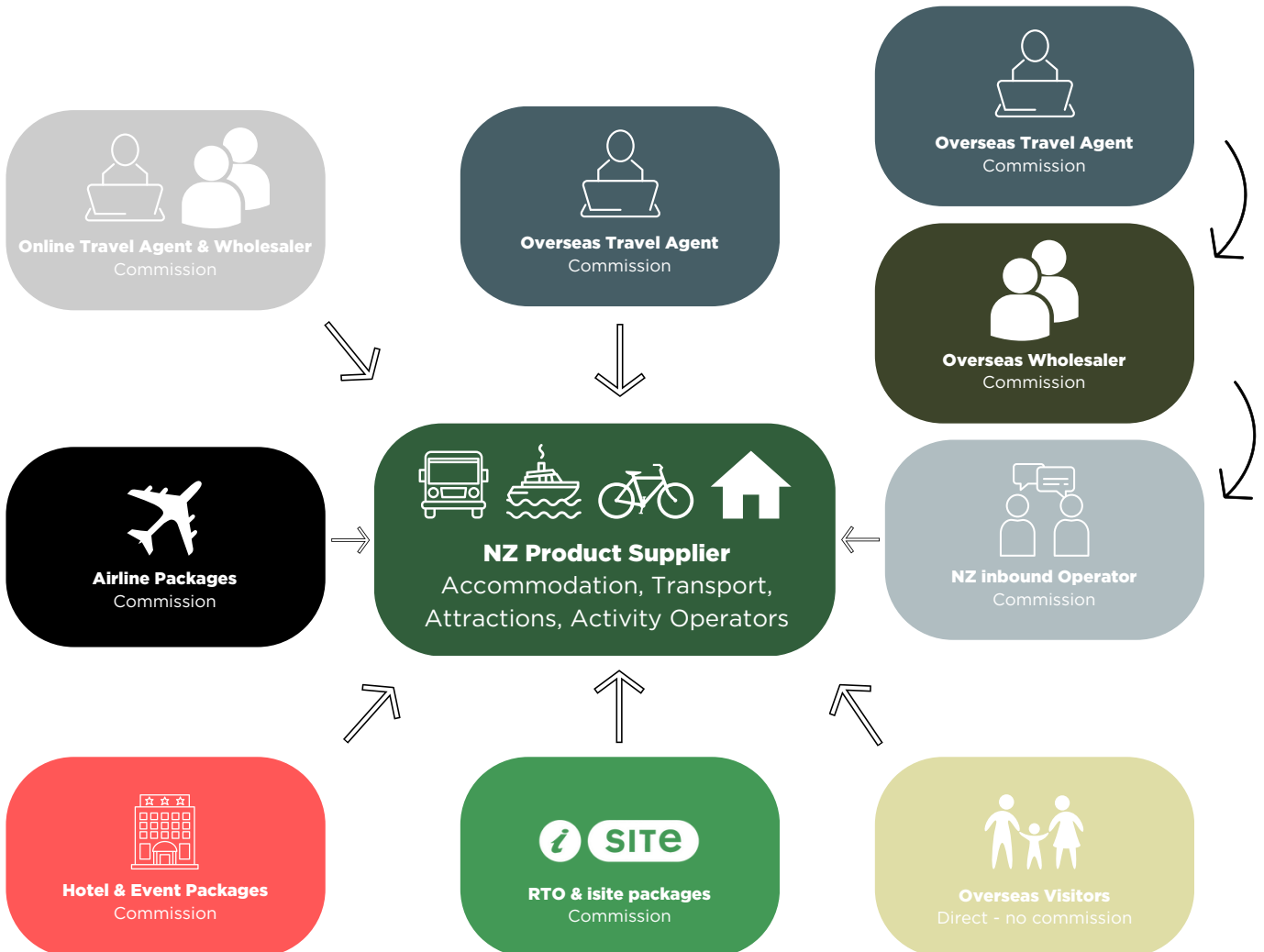
Help build your brand and your business by championing this plan. If we all work together towards this vision, we'll be one step closer to a thriving and sustainable visitor destination.



What it means to be 'trade-ready'

The travel trade wants to work with businesses considered 'trade-ready'. In essence, this entails being already established within the domestic market, having the required booking mechanisms in place for international guests, having the ability to confirm bookings within a 3-4-hour window, having a fully commissionable product, and being able to forward set pricing 1-2 years in advance.

How the travel distribution channel works:



Commission guidelines

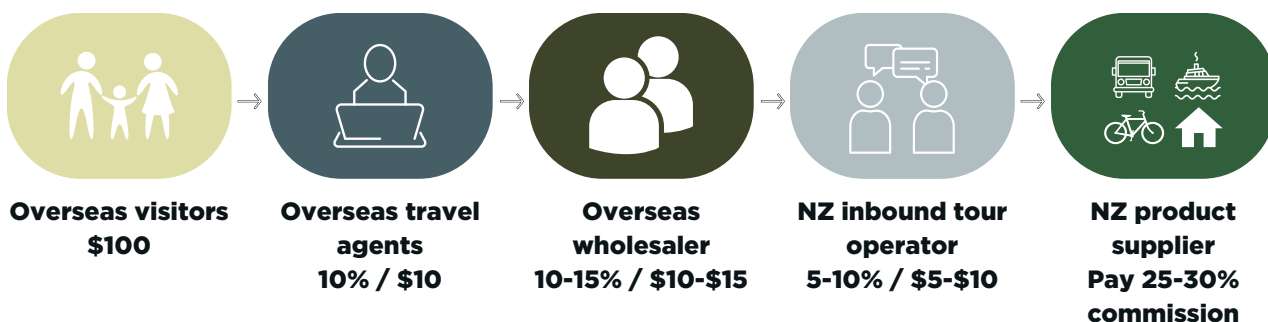
It is important to understand that commission is a fee paid to someone else to promote your business. It should be viewed positively as an investment to generate sales, not negatively as a cost to the business.

Commissions are the fees paid by the tourism product to inbound tour operators, wholesalers (both domestic and international) and online or retail travel agents. Pricing to accommodate commission is the first and most important tactic a tourism product wishing to attract domestic and/or international visitors needs to consider. Unless the customer comes to the product directly, commission is paid at each stage of the travel distribution.

Commission rates can vary from as little as 10-15% for isite Visitor Information Centres and from 20-30% for the travel trade. Agreements with any domestic wholesalers and retail travel agencies will also require commission to be agreed upon and built into the price.

The following was created by the Tourism Export Council of NZ (TECNZ) to explain how the various levels of commission are paid throughout the distribution process.

eg.



TECNZ has compiled a comprehensive Guide to 'Understanding and working with NZ Inbound Tour Operators' that we recommend you download and review. The manual contains advice on understanding the travel distribution system, researching international markets to establish who will use the product, recognising the different styles of inbound travellers, information on pricing product and working with international trade.

TIP: Ensure you record what commitments you have in place with travel sellers so that you can ensure you meet those commitments and can review pricing and contracts regularly.

TIP: You don't have to offer all your products to trade. There may be some tours or products that you offer that are priced appropriately and working well, but if they were to be offered through trade channels, the commission would take all margin and potential profit out of the tour itself. There is no reason that all tours or products that you offer have to be offered through trade, some might only be available through your local isite or directly.

Trade-ready self-assessment

Is your business trade/export ready? You hear the term trade-ready or export-ready all the time – but what does it mean in the world of tourism? Being trade-ready means that your business is prepared to engage with inbound tour operators, wholesalers, online travel agents, and retailers that resell travel products to visitors globally. There are a few things you need to ensure are in place before you can get to the trade-ready level, such as ensuring your business is visitor and market-ready. This means you can legally operate as a business, and your business meets industry standards.

If you're interested in understanding how you can increase your sales nationally and internationally, try this self-assessment. We've broken this into three categories that will not only lift the quality of the experience but also make sure you're export-ready to boost your sales. Another benefit of being 'ready' is that you'll be eligible to participate in tourism marketing activities and programmes. No matter what level of business you're at, this assessment and guide will share with you some tools that will help you grow your business.

VISITOR READY

To be visitor-ready, a business needs to ensure it has all its licenses, permits, and insurance in place in order to operate legally.

- Our business has all applicable business licenses, insurances, and legislative requirements in place
- We maintain a staffed business location, with a set schedule of operating hours
- We provide contact details online (email and phone) year-round. If closed for the season, we provide an automated response through voicemail and email
- We have Qualmark (not mandatory, but strongly recommended)
- We participate in the Tourism Sustainability Commitment through the Tourism Industry Association (not mandatory, but strongly recommended)

MARKET-READY

Your business is ready to market your offering to visitors.

- We have an easy-to-navigate website with an online booking system
- Our business provides a published pricing policy
- We have branded signage on-site
- We have a Google Business listing
- We have published consumer billing, payment, and cancellation policies
- We have printed marketing material available such as brochures, rack cards, and business cards
- During the operating season, we maintain a 24- to 48-hour or sooner response time for enquires, and a 24-hour response time for reservation/booking requests
- Our business has a social media presence and makes posts regularly (3-4 times a week). We are responsive to direct messages and comments made online
- We are prepared to communicate and accept reservations by telephone and/or email and provide same-day confirmation of booking arrangements
- We have high-resolution images and/or video footage for promotion opportunities
- We work closely with our Regional Tourism Organisation. This may include working with the organisation to support travel-trade, famils, and provide regular product information and updates to the team
- We have a signed contract to work with the isite so they can book experiences for visitors to Whanganui

EXPORT-READY

To be export-ready, your business will be ready to work with overseas sellers.

- Our company has been in business for at least one year and has a proven track record for safe and professional operations
- We have an appropriate budget and marketing plan that includes inbound operators
- We offer wholesale (net/commissionable) rates to travel trade throughout the negotiated time period, provide these rates at least one year in advance of the selling season and guarantee those prices during the selling season
- We have Qualmark accreditation (not mandatory, but strongly recommended)

Tips to level-up your business

We're here to help guide you on your journey, and here are some tips to consider when looking at how you can level-up your business.

Setting up Google business

If you've searched for your business on Google, you'll have noticed that in addition to your business website appearing in search results, a card with images, contact information, directions, and hours of operation also shows up on the right-hand side. That is a 'Google Business' listing.

Google Business is a free tool for business owners to manage their online presence across the Google platform, including Google Search, Local Search, and Google Maps. Google developed Google Business to make it easier for online searchers to get the business information they need quickly and conveniently.

If you don't have one already, you can set yours up at www.google.com/business.

Optimising your social channels

Social media doesn't have to be a difficult chore for your business, nor should it be treated like one. The best way to optimise your social channels is to ensure you have a social media strategy, you know your audience, and you're posting engaging content regularly (3-4 times a week). Let's break it down further:

Develop a social media strategy

A social media strategy is an integral part of getting results on social media. Essentially, it's a blueprint for what you're planning to achieve, and how you're going to achieve it. It gives you clarity about what you should be posting, and who your audience is. Things to look at when developing your strategy include - who is your target market? What are your goals for social media? What are the goals for your business? What or how are you tracking this to ensure you're meeting your goals? Do you have a clear content strategy? Do you have a content calendar? For example, if your goal is to have more followers online (specifically of your target market), are you creating the type of content that they'd interact with to enable that to happen? Once you have a good idea of where you're currently at and where you want to get to, then the real fun begins. Our top tip to get started: create 3-4 content buckets of the types of things you'll want to post.

Curate your online presence with purpose

Content is king when it comes to social media. As you start to plan your content calendar, consider what value the content is bringing to your audience, and why they would interact with it. Also ensure that whatever you're posting online, it's something that your target market would connect with. With the amount of content that is on social media, we're constantly competing for people's attention. This is exactly why you need to ask yourself before you post something - "What's the goal for this piece of content? Is this something my audience would be interested in?"

Just as important, try to tell a story wherever you can. Create content that says something about your product, experience, or destination. This doesn't mean that your business must be "front and centre" in the photo; sometimes, it's the small details that count. Highlight happy visitors, a local's tip, the interesting history of your place, or more. Create something that your audience can connect with and dream to come and experience.

Be authentic with your brand

Always post things that portray real emotion that your audience wants to be part of. Avoid images that look staged, overly photoshopped, or sound like you're a salesperson. You want your viewer to stumble across the photo in their feed and have it pull them in so they can imagine seeing themselves there. Give your audience authentic content that inspires them to plan their next trip to Whanganui. Show your personality online. Share a story. Create an Instagram Reel that shows bits of the tour you offer. Take some behind-the-scenes shots and introduce yourself. The more human you are with your online audience; the more people will want to follow you.



Create a suite of high-quality photo/videos

High-quality photos/videos are very important when it comes to selling your experience. This content will be used by you in your own marketing efforts, but it is also useful for your RTO to have access to. It's recommended to keep this content fresh, and every few years to take more professional shots to help sell the product. Most of the time when journalists come here, they ask for professional content our team has access to, and it also makes it easier for promotion on our website and campaigns. Please share content/images with us.

Get Qualmark accreditation

Qualmark is Tourism New Zealand's official quality assurance organisation for tourism experiences. Qualmark looks at areas of your business such as your health and safety, business plans, and sustainability perspective when grading your business. Making sure you have all of these important plans in place ensures that you're being proactive in delivering a better quality and more polished experience for your visitors.

There are also benefits to being a Qualmark business. Once you achieve the accreditation, you'll be instantly eligible to be included in Tourism New Zealand trade/media famils, marketing campaigns, and receive priority product listing on newzealand.com. There are also support programmes that only Qualmark License holders may access.

Sign-up to be assessed for Qualmark at www.qualmark.co.nz.





Keen for a kōrero?

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