

## **ITC Media Release**

**19 October 2010**

### **Innovation Key to ITC's Success**

Attendees from International Travel College were thrilled to hear ITC's name announced as the winner in the ATTO Tourism Education and Training category in the 2010 Tourism Industry Awards.

The theme for this year's awards was Innovating for Success.

"That certainly describes us!" says ITC's Director Karen Houston. "In the past two years we've launched our Certificate in Aviation, introduced the CODECO online check-in system as part of our training, and opened our amazing new Airport Training Centre."

ITC's Airport Training Centre is one of the many contributing factors to ITC's success. A simulation of a real-world airport, it contains check-in desks, a customs and gate lounge, and a plane to assist with training students in in-flight service. The centre, which is situated at ITC's Botany campus has been so successful, the college is opening another one in November at its city campus.

"From day one we want our students to be prepared for the exciting careers they have ahead of them," says Karen. "In addition to their training at the college, we have built great connections with industry that allow us to provide our students with on-site work experience at businesses and events around the country."

ITC has also recently launched its Study Awards, offering a scholarship fund of over \$22,000 for more than 30 students. Applicants are asked to create a promotional brochure for an Auckland-based activity and innovation plays a big part in who will be successful.

"Our success is about all of us," says Karen. "It's about the staff and the students all working together to keep improving this industry we are all so passionate about. We'd like to say a huge thank you to the Tourism Industry Association for giving us this chance to showcase what we are all about."

ITC has been a premium supplier of full-time and part-time training programmes for the airline, travel and tourism industries for over 14 years. ITC Botany has been based in the Botany shopping mall since 2005, and is now training over 300 students from Manukau and the surrounding area.

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