



# 4 further information

## 4. Further Information

This glossary lists organisations and terms you will come across in tourism.

### A

**ATTTO – Aviation, Tourism and Travel Training Organisation** The ATTTO was established in 1994 as the recognised Industry Training Organisation for the aviation, tourism and travel industries. ATTTO has a close association with Skill New Zealand, the Tertiary Education Commission and the New Zealand Qualifications Authority as well as other industry training organisations (ITOs).  
[www.attto.org.nz](http://www.attto.org.nz).

**AA – Automobile Association of New Zealand** The AA provides accommodation and attraction guides and provides an online directory [www.aatravel.co.nz](http://www.aatravel.co.nz). The AA is also a shareholder in Qualmark New Zealand. [www.aaguides.co.nz](http://www.aaguides.co.nz).

### B

**Biz** Biz is New Zealand Trade and Enterprise's specialist business information service for small to medium businesses. Biz assists you identify organizations, people, training programmes and resources to help develop your business, as well as contacts and information on government and non-government services. [www.biz.org.nz](http://www.biz.org.nz) or 0800 424 946.

**Bus and Coach Association** The industry organisation for New Zealand's bus and coach operators. The association has an advocacy, information distribution and promotional role for its members. [www.busandcoach.co.nz](http://www.busandcoach.co.nz).

**Business Travel** Travel of one to 365 days for the purpose of attending a convention or training, conducting official/government or private business.

### C

**CINZ – Conventions and Incentives New Zealand** The New Zealand Conventions Association (trading as CINZ) markets New Zealand's convention facilities offshore. It is a member-based organisation. [www.conventionsnz.com](http://www.conventionsnz.com).

### D

**DOC – Department of Conservation** The Department of Conservation is the central government organisation charged with conserving the natural and historic heritage of New Zealand on behalf of and for the benefit of present and future New Zealanders. DOC administers the National Parks, marine reserves and conservation areas in New Zealand. People looking to operate a business on DOC land, take groups, film or photograph the areas will need to contact the local DOC area office to apply for a concession. [www.doc.govt.nz](http://www.doc.govt.nz).

**DTS – Domestic Travel Survey** DTS measures the travel patterns of New Zealand residents travelling within New Zealand. A range of data is collected, including day trips, overnight trips, nights away, places stayed, main reason of trips, transport used, activities undertaken and expenditure. Domestic travellers are surveyed by telephone and must have travelled at least 40km away from home. To view the latest DTS data visit [www.trcnz.govt.nz](http://www.trcnz.govt.nz).

**DTO – District Tourism Organisation** A district tourism organisation looks after a smaller area than a Regional Tourism Organisation, and is usually smaller and has less funding.

## E

**Enterprise Training Programme** The Enterprise Training Programme delivers generic management and business planning training that is fully funded by New Zealand Trade and Enterprise. It is delivered by specialist training providers throughout New Zealand and is open to owners and operators of SMEs. Call biz 0800 424946 or visit [www.biz.org.nz](http://www.biz.org.nz) to find the Enterprise Training Provider closest to you.

**Escalator** The Escalator Service [www.escalator.co.nz](http://www.escalator.co.nz) assists business growth by providing specialist skills and assistance to raise equity funding or complete a strategic relationship that may help your business expand, diversify or commercialise a produce or service. Its NZTE fully-funded services include assessment and advice on investment readiness, deal broking assistance and capital raising workshops.

## F

**Forecasts** Every year the Ministry of Tourism provides forecasts of major tourism activity for the following seven years (nights, spend, visits, etc). These forecasts establish a robust set of expectations of international and domestic tourism demand at both national and regional levels. National, regional and RTO forecasts can be downloaded from [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz).

## G

**Green Globe 21** Green Globe 21 is the worldwide benchmarking and certification programme which facilitates sustainable travel and tourism for consumers, companies and communities. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 governments at the United Nations Rio de Janeiro Earth Summit in 1992. [www.greenglobe21.com](http://www.greenglobe21.com).

## H

**HANZ – Hospitality Association of New Zealand** The Hospitality Association is a voluntary trade association representing 2000+ hospitality businesses. The Association provides members with advice on legal issues, trade issues and has purchasing deals with major wholesalers. [www.hanz.org.nz](http://www.hanz.org.nz).

**HAPNZ – Holiday Accommodation Parks of New Zealand** HAPNZ is the industry organisation for Holiday Parks in New Zealand with over 280 members. [www.holidayparks.co.nz](http://www.holidayparks.co.nz).

**HSI – Hospitality Standards Institute** HSI is the Industry Training Organisation for the hospitality industry. [www.hsi.co.nz](http://www.hsi.co.nz).

**Hotel Council** New Zealand Hotel Council (formerly known as Major Accommodation Providers) is an Incorporated Society whose members include international chain, independent, privately-owned and boutique hotels throughout the country. [www.nzhc.org.nz](http://www.nzhc.org.nz).

**I**

**IBO – Inbound Tour Operator** Inbound Tour Operators are based in New Zealand. They are responsible for preparing itineraries and booking the ground arrangements on behalf of internationally based wholesalers.

**ITOC – Inbound Tour Operators Council** The Inbound Tour Operators Council of New Zealand is a trade association representing the New Zealand inbound tourism industry. They have been a major player in the New Zealand tourism industry for over 30 years. ITOC represents Inbound Tour Operators (Full Members) and their suppliers (Allied Members). [www.ITOC.org.nz](http://www.ITOC.org.nz).

**Interactive Traveller®** The Interactive Traveller® is Tourism New Zealand's target market of international visitors. Interactive Travellers tend to share the following characteristics:

- travel regularly
- participate in a wide range of tourism experiences
- actively participate in the natural environment
- environmentally and culturally aware
- high users of technology
- global mindset
- seek authentic and new experiences – and share these experiences with others.

**IVA – International Visitor Arrivals** All international visitors who intend to stay for less than 12 months are counted in the IVA data. Information includes total visitor numbers, visitors by source country, purpose of visit, age and port of entry. Information is obtained from passenger arrival and departure cards collected at various New Zealand international airports and seaports by the New Zealand Customs Service. It is processed by Statistics New Zealand and managed by the Ministry of Tourism. The Ministry of Tourism's website has updates on the latest arrival data every month. [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz).

**IVS – International Visitor Survey** The IVS is conducted at the three largest international airports in the departure lounges as visitors leave the country. It measures visitor expenditure, regions visited, accommodation used, activities undertaken and other travel variables. The IVS is managed by the Ministry of Tourism and is released quarterly. To view the latest IVS data visit [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz).

**i-SITE Visitor Centres** i-SITE is the logo for visitor centres accredited to the official Visitor Information Network. There are over 85 i-SITE Visitor Centres located throughout New Zealand providing on the ground visitor information and tourist services. Tourism New Zealand incorporates information in its publications and on its website about i-SITEs, encouraging visitors to use them as they travel around New Zealand. [www.newzealand.com](http://www.newzealand.com).

**K**

**KEA – Kiwi Expert Agents** Tourism New Zealand has operated the Kiwi Expert Agent (KEA) programme in Australia for 10 years. There are currently 250 KEA agents spread right across Australia. KEA benefits include access to special New Zealand familiarisation visits, joint advertising funding and collateral material. KEA agents qualify annually for their specialist status which is subject to ongoing review.

**Kiwi Specialists** The Kiwi Specialist programme offers North American travel professionals the opportunity to increase destination New Zealand knowledge, keep up to date with new product information and grow their New Zealand sales. The programme is open to all destination New Zealand travel agents, wholesale and airline reservation sales staff in the United States and Canada.

**L**

**Long-haul Travel** Air travel of eight or more hours duration. Nearly all of New Zealand's travel markets are long-haul.

**M**

**MANZ – Motel Association of New Zealand** MANZ is the national trade association representing motel operators in New Zealand. [www.nzmotels.co.nz](http://www.nzmotels.co.nz).

**MRTO – Maori Regional Tourism Organisations** There are 13 Maori Regional Tourism Organisations. These Maori networking groups are diverse; some are iwi-based, others sit alongside existing RTOs and macro regional alliances, but the majority exist to build capacity and encourage networking and the formation of relationships with key industry networks. The New Zealand Maori Tourism Council is the network organisation for MRTOs. Refer to [www.maoritourism.co.nz](http://www.maoritourism.co.nz) for links to individual MRTO websites.

**Medium-haul Travel** Air travel of between four and eight hours duration. Western Australia is one of the few medium-haul travel markets for New Zealand.

**Ministry of Tourism** The Ministry of Tourism provides tourism policy advice to the Minister of Tourism and works with other government departments and the Tourism Industry Association on key tourism policy issues and tourism research and statistics. The Ministry of Tourism aims for sustainable tourism for New Zealand through quality research, policy and investment. [www.tourism.govt.nz](http://www.tourism.govt.nz).

**N**

**NTO – National Tourism Organisation** Tourism New Zealand was the world's first NTO.

**NZMTC – New Zealand Maori Tourism Council** The NZMTC was formed in August 2004, and initiated by 13 Maori Regional Tourism Organisations to provide a mutually supportive network for the development of best practice by member MRTOs which leads to business growth and prosperity for Maori in tourism. The NZTS 2010 is the common point of reference for the collective work of the council and the individual MRTOs. The council offers a "one stop shop" for the tourism sector to engage with Maori in tourism. [www.maoritourism.co.nz](http://www.maoritourism.co.nz).

**NZTE – New Zealand Trade and Enterprise** New Zealand Trade and Enterprise is the New Zealand government's national economic development agency. NZTE aims to grow New Zealand's economy by boosting the capability of businesses and regions and facilitating their sustained and profitable participation in overseas markets. [www.nzte.govt.nz](http://www.nzte.govt.nz).

**NZTS 2010 – New Zealand Tourism Strategy 2010** Launched in 2001, the National Tourism Strategy is a documented strategy for the next 10 years on how to maximise and grow tourism's potential, while ensuring cultural, economic, social and environmental sustainability.

**P**

**PATA – Pacific Asia Travel Association** The Pacific Asia Travel Association is the recognised authority on Pacific Asia travel and tourism. PATA provides marketing, research and educational opportunities to a membership of government tourist offices, airlines, hotels, travel agencies, tour operators and related companies. PATA's mission is to enhance the growth, value and quality of Pacific Asia travel and tourism for the benefit of its membership. [www.pata.org](http://www.pata.org).

**Poutama Maori Business Trust** The Poutama Trust provides information, advice and support to Maori businesses and is a key organisation behind the development of the Maori tourism industry. [www.poutama.co.nz](http://www.poutama.co.nz).

**100% Pure New Zealand** Tourism New Zealand's international marketing campaign. The campaign was launched in 1999 and is a fully integrated, worldwide campaign, which has won multiple awards. For an idea of the campaign check out [www.newzealand.com](http://www.newzealand.com), Tourism New Zealand's official consumer website.

**Q**

**Qualmark** Qualmark New Zealand Limited is New Zealand tourism's official quality agency. It is a government – private sector partnership between Tourism New Zealand and the New Zealand Automobile Association. Qualmark operates as a licensing system for tourism's official quality mark (the Qualmark®) and all tourism businesses in New Zealand are eligible to apply. There is a star grading system for accommodation and a quality endorsement system for other tourism businesses. [www.qualmark.co.nz](http://www.qualmark.co.nz).

**R**

**RTO – Regional Tourism Organisations** New Zealand is divided into 30 Regional Tourism Organisations responsible for the marketing of their region internationally and domestically. They have representatives from local and regional government, local tourism and business interests and community groups. Tourism New Zealand works closely with Regional Tourism Organisations. If you are unsure which RTO you are represented by you can link through to a map of New Zealand and then any RTO website from the Destinations option on the [www.newzealand.com](http://www.newzealand.com) homepage.

**Rental Vehicle Association** The Rental Vehicle Association represents operators who hire or lease passenger vehicles, minibuses, vans, coaches, trucks, campervans and motorcycles. [www.rentalvehicle.co.nz](http://www.rentalvehicle.co.nz).

**Retailer** Businesses such as travel agents and airlines, which promote and sell travel to consumers. i-SITE Visitor Centres are also retailers.

**S**

**Seasonality** The influence of the time of the year on patterns of travel. The volume of travel to New Zealand is far greater during the Southern Hemisphere summer (our high season) and lower over our winter (low season). The times between the high and low seasons are referred to as shoulder seasons.

**Short-haul Travel** Air travel of less than four hours duration. Eastern Australia is New Zealand's main short-haul travel market.

**SMEs – Small and Medium Sized Enterprises** The Ministry of Economic Development defines Small and Medium Enterprises (SMEs) as businesses employing fewer than 20 employees. They comprise 96.3 percent of New Zealand firms, employ 29 percent of all employees and account for 37.3 percent of total output.

**T**

**TAANZ – Travel Agents Association of New Zealand** TAANZ represents New Zealand travel agents, retail and wholesale, inbound and outbound. It has a code of ethics and a bonding system for members, which protects the public against business failure. [www.taanz.org.nz](http://www.taanz.org.nz).

**Target Market** With an estimated 650 million people travelling internationally each year, Tourism New Zealand could not attempt to market to all of these potential visitors and would not want to attract them all to New Zealand. Our target market identifies the ideal group of visitors for this country, and focuses marketing activity on this group. Tourism New Zealand's key target market is the Interactive Traveller®.

**TPK** Te Puni Kokiri, the Ministry of Maori Development, provides advice to government and other agencies and services to assist Maori achieve their development aims, including business mentoring, information and advice. [www.tpk.govt.nz](http://www.tpk.govt.nz).

**TIA – Tourism Industry Association New Zealand** TIA Is the largest representative body of tourism operators in the country. It is a membership based and independent organisation representing more than 2000 businesses and organisations – from small operators through to large companies – who collectively make up 85 percent of the country's tourism turnover.

TIA's goal is to look after its Members' interests and ensure they have every opportunity for doing the best business they can. The organisation advocates on behalf of its Members with government and other decision makers. It builds partnerships between the tourism industry and government, and works with all organisations involved in tourism. TIA also provides tools and information to help Members run successful businesses. TIA manages three national industry events each year: TRENZ, the Tourism Industry Conference and the Tourism Industry Awards. These provide invaluable business and networking opportunities for members. [www.tianz.org.nz](http://www.tianz.org.nz).

**Tourism Industry Awards New Zealand** The Awards recognise and reward excellence in the New Zealand tourism industry. They represent the highest possible accolade for New Zealand tourism operators and are an opportunity to celebrate excellence and encourage continuous improvement in an ever-changing business environment. The Tourism Industry Awards play an important role in enhancing New Zealand's image as a tourism destination and increase public awareness of the tourism industry's contribution to New Zealand's economic success. The rigorous judging process is valuable for providing the opportunity to evaluate your business direction, business practices and business results. The Tourism Industry Awards are managed by TIA with significant support from sponsors Air New Zealand and Tourism New Zealand. [www.tourismawards.co.nz](http://www.tourismawards.co.nz).

**Tourism Industry Conference New Zealand** The Conference is recognised as the most important annual forum for the New Zealand tourism industry. The objectives for the Conference reflect the current needs of the tourism industry and are based on feedback provided by members and sector reference groups. It aims to provide a forum for industry education, build contacts throughout the industry and provide opportunities for the exchange of information, ideas and thoughts. The Conference focuses on the practical aspects of tourism business development and the programme includes a variety of seminars, workshops, multimedia presentations and showcase sessions. The Conference is managed by TIA with assistance from key industry partners including Tourism New Zealand. [www.nztourismconference.co.nz](http://www.nztourismconference.co.nz).

**TNZ – Tourism New Zealand** TNZ is responsible for the international marketing of New Zealand as a destination, under the 100% Pure New Zealand campaign. TNZ works closely with product suppliers within New Zealand, the Tourism Industry Association and Regional Tourism Organisations. [www.tourismnewzealand.com](http://www.tourismnewzealand.com).

**TSA – Tourism Satellite Account** The TSA provides an official measure of the economic contribution of tourism to the New Zealand economy. It is produced annually. To view the latest data visit [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz).

**TRENZ – Tourism Industry Rendezvous New Zealand** TRENZ is New Zealand's largest annual international tourism event, offering New Zealand tourism operators the opportunity to promote their product to hundreds of international tourism buyers from around the globe. TRENZ is an important forum for the New Zealand industry to showcase product, forge relationships with international tourism buyers and write business for the seasons ahead. As a closed exhibition for qualified invited guests with a pre-scheduled appointment system, TRENZ is a business-to-business event which features a range of networking opportunities, and special programmes for VIPs and domestic and international media. TRENZ is managed by TIA with support from Tourism New Zealand, Air New Zealand and other industry partners. [www.trenz.co.nz](http://www.trenz.co.nz).

**V**

**VFR** A trip for the purpose of Visiting Friends or Relatives for one to 365 days.

**Visitor Information Network Inc (VIN Inc)** i-SITE Visitor Centres nationwide must apply to VIN Inc if they wish to become an accredited member of the network and ultimately use the i-SITE brand. VIN Inc is run by a management board with three directors appointed by TNZ including the Chairperson and three elected by the VIN owners. Also known as i-SITE New Zealand.

**W**

**Wholesaler** Firms that purchase products or ground arrangements from New Zealand product suppliers or inbound tour operators and package products for sale (such as airfare, accommodation, rental car and activity packages). Wholesalers deal primarily with retailers, but sometimes also sell directly to the public.

**WTO – World Tourism Organisation** The leading international organisation in the field of travel and tourism, the World Tourism Organisation (WTO) is vested by the United Nations with a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism. In 2003 its membership reached 141 countries, seven territories and some 350 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities. [www.world-tourism.org](http://www.world-tourism.org).

**WTTC – World Travel and Tourism Council** The World Travel And Tourism Council (WTTC) is the forum for global business leaders comprising the presidents, chairs and CEOs of 100 of the world's foremost travel and tourism companies. It is the only body representing the private sector in all parts of the travel and tourism industry worldwide. [www.wttc.org](http://www.wttc.org).

## About the Tourism Industry Association

The Tourism Industry Association New Zealand (TIA) is the largest representative body of tourism operators in the country. It is a membership based and independent organisation representing more than 2000 businesses and organisations – from small operators through to large companies – who collectively make up 85 per cent of the country's tourism turnover.

TIA's goal is to look after its members and ensure they have every opportunity for doing the best business they can. The organisation champions the interests of its members with government and other decision makers. It builds partnerships between the tourism industry and government, and works with all organisations involved in tourism. TIA also provides tools and information to help members run successful businesses. TIA manages three national industry events each year: TRENZ, the Tourism Industry Conference and the Tourism Industry Awards. These provide invaluable business and networking opportunities for members.

The TIA Code of Ethics requires members to:	
1.	Recognise and affirm customers' rights to courteous, prompt and honest service
2.	Maintain high standards and fair practice in all business transactions
3.	Accord customers of all cultural origin equal respect and consideration
4.	Price goods and services fairly and unambiguously
5.	Ensure that advertising is accurate and truthful, free of anything which could mislead or otherwise be contrary to the public interest
6.	Establish and maintain procedures for the prompt handling of complaints, ensuring that all inquiries, refunds and returns of goods (where applicable) are dealt with properly and reasonably
7.	Keep proper books of accounts and conduct all affairs in a professional manner
8.	Uphold and observe all laws and regulations pertaining to their establishment, particularly those governing the provision and sale of goods and services
9.	Discharge all responsibilities to employees by observing all laws and awards, by giving proper training and instruction, by providing adequate working conditions, equipment and facilities and supervising standards of safety and work practice
10.	Act in an environmentally responsible way
11.	Uphold the interests and reputation of New Zealand as a quality destination for visitors and travellers, offering friendly, hospitable service