

In **3** formats



TABS ON TRAVEL TODAY

**Tabs On Travel Ltd Leading
with the News since 1987**



Breaking more news stories
that matter than any other
New Zealand travel industry
publication.

Consistently!

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IMPORTANT: To be read in conjunction
with the Travel Today Media Kit Ad Rates File.

This document also available in FlipBrox format [CLICK HERE](#)



Effective 01 July 2025

This version replaces all previous versions.



Tabs on Travel Ltd is more than just a trade press publisher. We are a communications company specialising in the travel industry. As well as being the publisher of New Zealand's only tri-weekly travel industry publication, we also undertake various other communications activities.

Travel Today is an electronic newsletter e-mailed to almost 3100 travel retailers and travel suppliers as a pdf document, and is also available in mobile/tablet and FlipPage formats.

Our primary market is very much retail travel agents and brokers . . . but because of our content and reputation, Travel Today is also the must-read for the whole travel industry.

Launched in May 2002, Travel Today's newsworthy and authoritative editorial content continues to build on a solid, hard-news reputation that Tabs on Travel became known and respected for.

Because of the new and continued complexities surrounding travel, agents and brokers are now the real 'go-to' people and are way more important but clients are now far more knowledgeable about travel than they were even just a few years ago. They also ask agents about products they have found on the internet which are often at odds with "preferred" agreements.

Suppliers of travel product need to be able to communicate direct with retailers so agents can book what the client wants, and Travel Today can certainly assist in delivering that message direct to agents.

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IMPORTANT — The global, ongoing calamity has renewed consumers' faith in travel agents . . . even for shorthaul. So it is equally likely that travel agents and



brokers will be playing a greater role when something goes pear-shaped. Consumers will be wanting some-one local to talk to!

Travel Today continues to deliver the proven, short, and to-the-point editorial format pioneered by Tabs on Travel, and this is just one of the many factors that makes it the undisputed leader in the travel industry trade press in New Zealand.

Much of Travel Today's editorial content won't be found on the internet or other travel industry

publications because our journalists have likely uncovered the story.

**We do not
cut-and-paste,
and never have!**

A focus on product news and industry affairs—along with our understanding of the industry—have also been vital components in making Travel Today required reading for both retail consultants and the wider travel industry. All Travel Today's editorial content is re-written, just retaining the 'newsy and relevant' bits.

Our non-sensational, matter-of-fact approach has, since 1987 with Tabs on Travel, earned us the respect of not only the readers of the news, but also the makers of the news, and Travel Today proudly continues that tradition.

But, hey . . . don't take our word for it!

Ask any New Zealand travel consultant which industry publication they consistently find the most useful and informative. We will agree with whatever they say . . . because we believe in our product.

Travel Today is available in 3 formats:

- Traditional and popular pdf file for future reference.
- Online FlipPage for faster downloads. Great for laptops, mobile phones and iPads etc.
- Mobile presentation for smartphones and tablets, including iPhone/iPad and Android.

Editorial Bullet Points To Help Us Both Maximise Your Efforts

The power of newsworthy product editorial is very often not realised, and because there is no direct cost, it tends to be 'put off until tomorrow'.

No-one picks up a publication to read the ads . . . they do so to read the editorial. And it is editorial that creates a positive environment for advertising.

- Ideally, one person from each company should be co-ordinating the submission of editorial copy. If that is impractical because of different departmental responsibilities, please ensure that this information is forwarded to each person sending us copy.
- Should it be necessary to make changes to editorial copy already submitted, please do not just re-send it, saying "replacement copy". Call or e-mail us with an explanation if necessary so that we can quickly identify what the changes are.
- If your submitted copy did not appear, please do not just re-send it again. There may be a valid reason, or it may be in "overset" possibly to be used in following editions. Give us a call. It should be noted that every day, we receive far more editorial copy than there is space for.
- If it is imperative that submitted editorial copy goes in the next issue, please call to make sure we have received it.
- We do need your newsworthy copy, but it will have far more impact if all the product news is 'new' and not old or recycled.

Please state in your e-mail if you intend having an e-mailable flyer or brochure loaded on to The ParkingLot on our website so we can include a link in the article.

- **Photos:** Photos are encouraged. All submitted photos must be of sufficient quality (in focus, correctly exposed and not 'manipulated' in any way) to enable acceptable reproduction, and accompanied by descriptive caption copy. When submitting several pics at once, please do not include the caption in each file name. Just name each pic with simple names (pic1, pic2, etc) and place all captions, with pic names, in a Word or text file and send in the same e-mail as with pics. Only jpg, png or tiff files are accepted, and files intended for publication in Travel Today should be at least 150kb.

IMPORTANT: It's not 'Too Hard'

Editorial opportunities can end up in the "too-hard" basket because of the notion that writing a press release is too difficult or too time-consuming.

To get around that, Travel Today instead suggests important facts be submitted as a list of bullet points. Our team of news journalists will add the 'ifs' and 'ands' in the right places, and get back to you if further information is required to make your news item work.

It is often the very first word that is the hardest part of writing a press release . . . just like a school essay!!! So don't give that another thought.

Build A Partnership

The positive here is that Travel Today prides itself on developing partnerships with companies we work with . . . whether it be editorial or advertising.

Travel Today has a favorite philosophy:

We want your editorial (or advertising) to work . . . probably even more than you do.

That is called a Partnership.



EDITORIAL should, in the first instance, be e-mailed to:

news@traveltoday.co.nz or angela@traveltoday.co.nz

It's A Whole New World

Outside influences have changed many aspects of the travel industry . . . probably for ever. Traditionally, there was never any restriction to submitted product editorial copy, other than it must be newsworthy, and not just PR stuff.

But it is more noticeable that Travel Today is constantly

receiving editorial copy from entities that never advertise. We always receive far more editorial copy than we have room for, so it is only fair that we still prioritise that which is real newsworthy copy . . . or from those companies who support us with advertising. It is, after all, advertising that generates the space for editorial copy.

This suite of sales and communication tools from Travel Today is efficient, cost-effective, and simply not available elsewhere.

Contact us to discuss advertising call Tony or Angela on +64 9 415 811 / email: tony@traveltoday.co.nz

Facebook

Industry Engagement

Travel Today's Facebook page continues to achieve unprecedented levels of travel industry engagement, from product updates to appointments. With almost 8k followers, Travel Today posts create engagement, with one post generating more than **140,000 views**; see [HERE](#).



t-mail

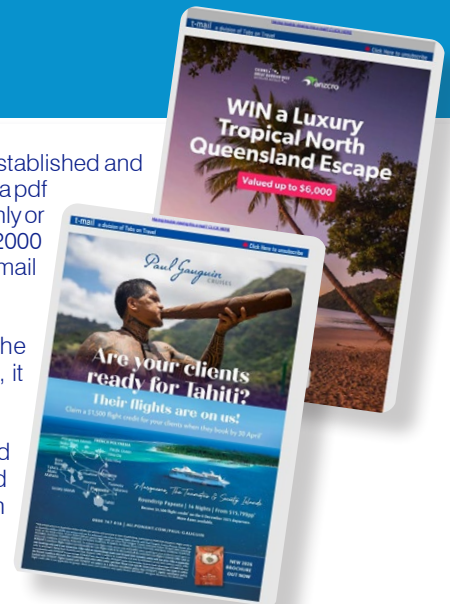
A division of Tabs on Travel

Another e-mail
distribution from t-mail

In line with the widespread shift away from "paper" distribution, Tabs on Travel Ltd offers its well-established and targeted distribution facilities utilising current e-mail technology. E-mail broadcasts can be either as a pdf or an html file (depending on the required objective), and distribution can either be limited to retail-only or to the total mailing list, and either nation-wide or by selected region/s. The database has 2000 retail-only E-mail addresses. Travel Today is not aware of any other commercially-available e-mail database of travel consultants as comprehensive and flexible as that used by t-mail.

FlipBrox: Using FlipPage technology, we are able to deliver multi-page brochures in the FlipPage format. FlipBrox eDMs will not only attract the attention of travel agents and brokers, it will also add considerable impact to both t-mail and ClientMail deliveries to consumers.

IMPORTANT: Electronic distributions are not sent to the handful who have advised they do not want to receive EDMs, as required by law. All distributions are processed internally by Tabs on Travel Ltd; and the list is not leased to outside users. Tabs on Travel Ltd also undertakes to protect all responses and other data held on behalf of all advertisers and clients. We have a reputation of over 37 years to maintain.



Client-mail

Another pro-active
trade/consumer distribution

Client-Mail Trade/Consumer Flyers give suppliers the opportunity to present their product to consumers through the established retail agent distribution channel. Cost-effectively. The secret is an electronic flyer that informs consumers with a call to action back to their travel agent via the modern version of the old-fashioned "agents' stamp". Agents can use Client-Mail as a customer-retention tool, and for suppliers it's a very cost-effective form of co-op advertising. Every-one wins!! See FlipBrox, above.



Advertising & Marketing Opportunities with Travel Today

Communicating with retail travel agents has become both easier . . . and more difficult!!



It's easier and cheaper because of e-mails and the internet . . . but more difficult because of constantly-evolving steps to control and block the ever-increasing and ongoing flood of e-mails from suppliers to travel agents.

No other New Zealand travel industry publication can offer advertisers as many exclusive marketing or sales opportunities as Travel Today can.

1 **Run-of-publication advertising** Travel Today's unmatched track record of breaking more news stories than any other New Zealand travel industry publication means a better chance of your advertising being noticed by your target market. Our daily readership is unmatched, so advertising in Travel Today really does work!

2 **Destinational or Product Features** There is demand for Travel Today's feature product as clients recognise their value. Advertisers use the features as sales and training tools, and agents say the Travel Today format and updated destinalional knowledge has better equipped them to sell the destination. The basic concept is one page published daily for a week—or longer—which are then collated, with a front cover, into an electronic mini-brochure. This can be modified or rebranded for distribution to agents directly . . . and even on to consumers.

3 **Advertorial Pages** Using the true definition of term 'advertorial', these pages are designed to look like a regular Travel Today page but where the advertiser has control over 'editorial' content. This gives advertisers the benefit of Travel Today's strong market and editorial reputation. The rate for advertorial pages is the same as for regular display advertising.

4 **eDM (or flyer) Distributions** Electronic distributions can be limited to specific regions or market sectors and are not sent to the handful who have advised they do not want to receive eDMs, as required by law. All distributions are processed internally by Tabs on Travel Ltd; and the list is not leased to outside users. Tabs on Travel Ltd also undertakes to protect all responses and other data held on behalf of all advertisers and clients. We have a 37 year-plus reputation to maintain.

Exclusive Option

Major Market Shift Means New Sales Strategies Are Needed

If outbound statistics are compared with other industry data, it becomes obvious a major market shift has taken place over the last few years.

There is clear evidence that agents and brokers are creating more and more packages themselves . . . to better meet requirements, demands and expectations of their well-informed clients.

Consumers now know far more than ever before, having likely researched the internet extensively. This, in turn, leads to "preferred products" being less important and relevant in the eyes of the consumer.

To effectively sell travel products to New Zealand travel agents, suppliers are having to refocus on communicating directly with front-line travel agents and consultants—the ones touching the consumer—and not just to trade third parties.

Travel Today communicates directly with that target market, very effectively, so why not let us prove ourselves by trying us with your product editorial copy.

The only restriction in our simple, "no-strings" editorial policy is that all submitted editorial must be newsworthy.

Editorial to: news@traveltoday.co.nz

It is unwise to pay too much, but it is worse to pay too little.

When you pay too much, you lose a little money — that is all.

When you pay too little, you sometimes lose everything because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot — it cannot be done.

If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.

*John Ruskin
(1819-1900)*

**TABS ON
TRAVEL
TODAY**

Click Here and 'get with the programme'

Now would be good!

By "clicking here" (below) just now, you will be completing one of the most important aspects associated with electronic publications . . . the ability to access a website or document, quickly and simply.

Pre-internet, an advert had to contain the whole sales message, perhaps leading to larger adverts. However, the internet has dramatically changed all that, so adverts in publications such as Travel Today need not be the massive size (by comparison) previously needed in print media publications.

Smaller ads in electronic publications can be just as effective — if not more so — by using the simple formula of a short, hard-hitting headline message, a logo and possibly graphics, and a **CLICK HERE** hyperlink back to a website home page, a pdf flyer or a mini-brochure.

Frequency becomes more important than size.

However, if it's impact you are wanting to achieve, then there is still a real place for larger, page-dominant ads . . . with a "click here" of two, or three!

**Unlock the
'real world'**

In fact, such larger ads can have several hyperlinks, all going off to do a variety of tasks such as downloading a range of flyers or mini-brochures, or to several specific pages on a website . . . or even several different websites.

Travel Today 'Public Service' Initiatives That Have Assisted Agents & Brokers, And Their Clients

Travel Today has, over the past few years, produced 'public service' reports created to assist travel agents and brokers . . . and their clients.

There have been two editions of the comprehensive report on Travel Brokers (the second edition was downloaded over 500 times when it was first published).

A timely report on Pre-Existing Medical Conditions was designed to highlight the importance of traveller declaring all pre-existing medical conditions that could impact on premiums or insurance cover.

There have been two, updated editions of the Avsec (Aviation Security) advice collateral which have highlighted passenger responsibilities around packing 'dangerous goods' in checked luggage, including various type of batteries . . . and hair straighteners!

The latter two were designed so that all travel companies (retails, suppliers and airlines) can forward their branded version to their client base, as a real value-add. Getting this information in front of consumers is critical.

The Avsec collateral is still current and the latest update, and has already been downloaded many, many times.

All three current documents are available on the Travel Today website, and demonstrate our desire to give back to the industry.



Travel Today is the proud Media sponsor of the TAANZ NTIA Awards

CLICK HERE

to request current Travel Today advertising rates and opportunities or call Tony or Angela on +64-9-415 8111



**We
Want
Your
Advert
To Work
As
Much
As
You
Do

Just
Do It!**





Auckland-based Ignite Research last year worked with Travel Today to distribute adverts and eDMs to its database, advising the industry of an upcoming Travel Industry Market Research exercise.

Supplier Sales Collateral

In terms of having current sales collateral, 43% of agents/brokers say that suppliers do ensure that retailers have current sales collateral, with slightly few (37%) saying they do not.

Most agents/brokers surveyed disagree (83%) that is suitable for suppliers to tell travel retailers to send their clients to the suppliers' websites.

More than half of suppliers (53%) say they provide sales collateral. Most of this collateral is a mixture of both electronic & paper (76%). A further 39% of suppliers say they provide limited collateral only.

Just over a third of suppliers (37%) say that retailers are slightly more likely to request electronic sales collateral than paper over the last 12 months.

Retailer Links With Suppliers

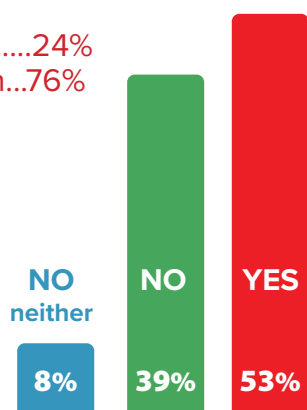
Further questions asked how travel agents and brokers preferred to make bookings; and their preference on receiving supplier information. The survey also included questions regarding retailers' thoughts on supply and availability of paper and electronic brochures.

While this research has confirmed many aspects, it has also uncovered some 'interesting' insights.

Suppliers Were Asked:

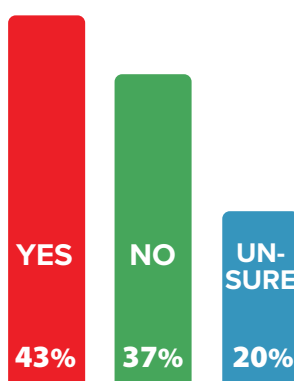
Do you provide retailers with sales collateral electronic and/or paper?

Of the yes:
Electronic only.....24%
Mixture of both...76%



Retailers Say:

Suppliers ensure retailers have current sales collateral.

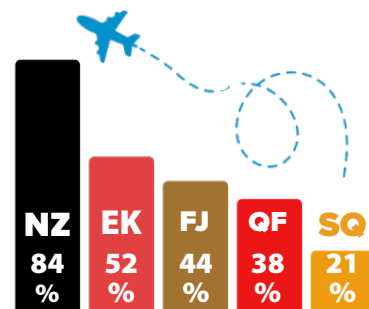


Retailer preference for Electronic/paper sales collateral

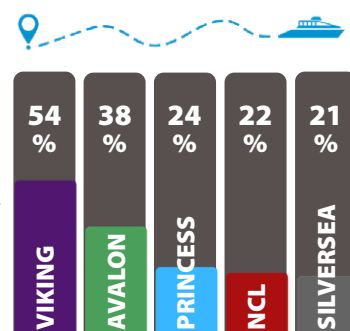


The research sought to find the most agent-friendly airline and the most agent-friendly cruise company; along with a question on driving in the USA.

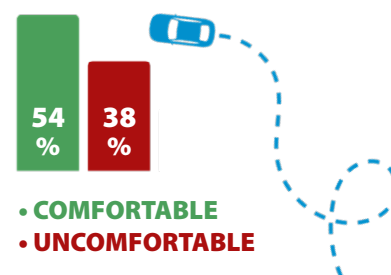
THE MOST FRIENDLY AIRLINE



THE MOST FRIENDLY CRUISE LINE



DRIVING IN THE USA

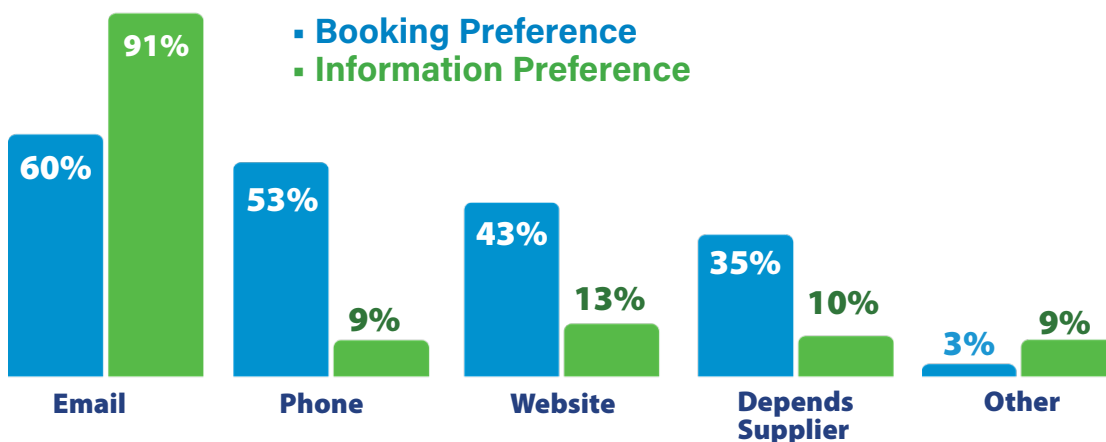




Communicating With Suppliers

Preference for making bookings and receiving Supplier information

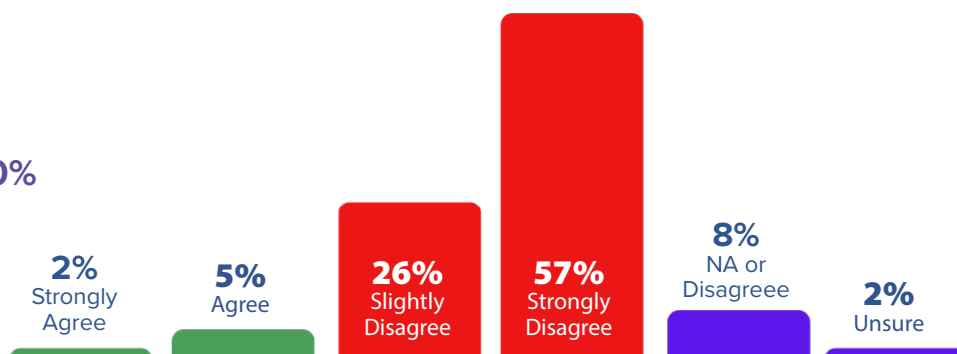
Nearly two-thirds of agents or brokers (60%) prefer to book with suppliers via email, while early all 91% prefer to receive supplier information via email. Phoning (53%) is slightly less popular for supplier bookings.



Is it acceptable that suppliers tell retailers to send clients to their website?

Nearly all agents or brokers surveyed did not find it acceptable for suppliers to ask them to send clients to their own websites (83%).

- Total Agree 7%
- Total Disagree 83%
- Neither Agree, Disagree or Unsure 10%



What Is Omnibus Research?

Market research using the 'Omnibus' format enables several companies to participate in market research by buying a single (or multiple) questions, but sharing the cost of the research fieldwork.

A well-proven and very cost-effective method of research.

The companies asking the questions can be anonymous, so as not to create any bias in the findings; or up-front with their branding. Either way, their data is exclusively theirs.

Omnibus is also a very economic way of the ongoing tracking of market or product trends.

Survey Respondents

Overall, 269 people from the travel industry participated in the research, of which 53% were travel agents, 34% brokers, and 13% suppliers. More than a third were Auckland-based; and 38% were in other areas in the North Island. South Island regions contributed 23%. Their average age was 37.5 years, with 68% 40-65, and 9% were 65-plus.

53%
were travel agents

34%
were brokers

13%
were suppliers.

Now that you know
all about Travel Today,
you will probably want
to subscribe . . .
and it's now **free!**

If you want — or need — to know what's going on in the New Zealand travel industry, subscribing to the "News Breaker" is a must.

Travel Today isn't just about reprinting press releases, we have a team of journalists asking questions for relevant travel industry news-worthy stories. It's about the most current travel information in one place and equally important . . . breaking more news stories than any other local industry trade publication.

By doing so, it carries on the tradition established by its predecessor Tabs on Travel more than 38 years ago.

The 'News Breaker' Delivers.

Free to subscribe [CLICK HERE](#)

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