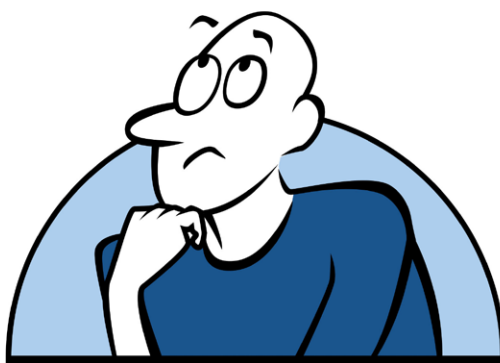


Ponder This ...

See
interesting
research
inside



Updated: Sep 2026





*Have you ever
contemplated how
you would begin to
describe a **colour**
to a blind person . . . ?*

Now ask yourself:

“How can I expect Travel Retailers to sell my products when they have no collateral to show their clients?”

See Research, Page 7



According to research by Travel Today during 2024, 53% of suppliers said they provided travel retailers with sales collateral and 39% said “yes, but limited” . . .



*But, according to
the same research,
travel retailers said
only 43% of suppliers
ensured they had
current sales collateral.*

*Seems to be an
opportunity here!*

And when it came to suppliers telling retailers to send their clients to supplier website, a massive 83% of retailers voiced their displeasure (57% strongly and 26% slightly).

See Research, Page 7

Travel Today's multi-page FlipBrox eDMs get your vital collateral in front of all travel retailers in a superior presentation.

So cost-effectively you can't afford not to!

**This presentation is using
the Travel Today FlipBrox
eDM format**

The Importance Of Sales Collateral . . . And Other Stuff

Auckland-based Ignite Research earlier last year worked with Travel Today to undertake the first Travel Industry Omnibus Market Research exercise.

The research asked various questions, several of which were about what retailers thought about the supply and availability of sales collateral; and what suppliers said about supplying their sales collateral.

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.

Then there was the question about what retailers thought of suppliers suggesting that they send their clients to the suppliers' website.

More than half of suppliers (53%) say they provide sales collateral and most of this collateral is a mixture of both electronic and paper (76%).

A further 39% of suppliers say they only provide a limited amount of collateral.

Suppliers' Sales Collateral

However, only 43% of agents/brokers say that suppliers do ensure that retailers have current sales collateral, with slightly fewer (37%) saying they do not.

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.

Retailers Say E-mail Was Preferred Communication

Nearly two-thirds of agents or brokers (60%) prefer to book with suppliers via e-mail, while nearly all (91%) prefer to receive supplier information via e-mail.

Phoning (53%) is slightly less popular for supplier bookings.

Not Ideal

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

"Interesting Insights"

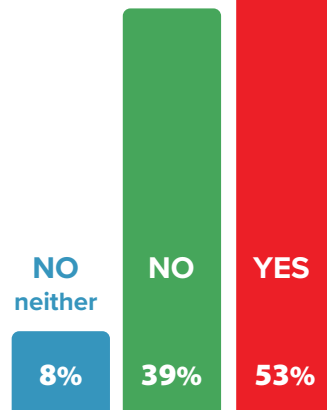
While this research has confirmed many aspects, it has uncovered some 'interesting' insights.

Suppliers:

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

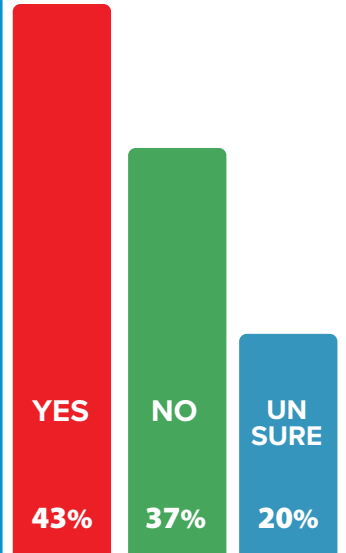
Of the yes:

Electronic only.....24%
Mixture of both....76%



Retailers Say:

Suppliers ensure retailers have current sales collateral.



Retailer preference for Electronic/paper sales collateral



CLICK!

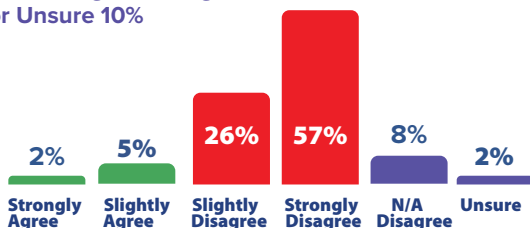
For more on finding our 'What's What' email Tony: tony@traveltoday.co.nz

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

Total Agree 7%

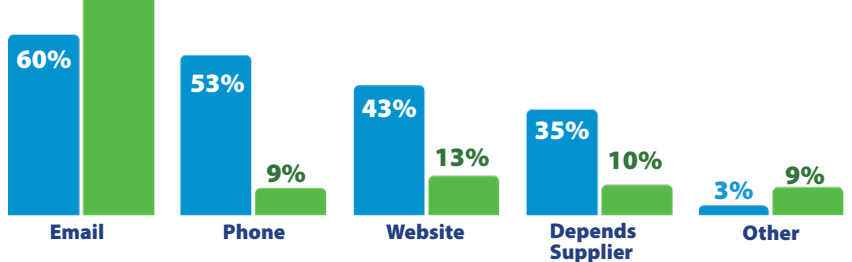
Total Disagree 83%

Neither Agree, Disagree or Unsure 10%



Preference for making bookings and receiving Supplier information

Booking Preference
Information Preference



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.

*Or you could
do the research
yourself . . .*

JUST DO IT!

Click [HERE](#) to e-mail
Tony for more 'flippin'
information

