

Every marketing effort and sales dollar is going to have to be re-thought as the massive relationship changes right through the whole supply chain become more noticeable in the post-Covid rebuild.



For over 38 years, the publishers of Travel Today have worked with NTOs, STOs, RTOs to promote their destination, but over time it appears that it has not been easy for the tourism offices to get ongoing newsworthy product editorial from their respective head offices or in-destination operators.

Perhaps operators need to promote their own product or service direct to travel retailers, and the NTO/STO/RTO offices promote the overall destination?

But for that to happen, off-shore NTO/STO/RTO offices need support from product suppliers. They cannot do it without operator input.

To be successful in any market, destinations need to have an ongoing visibility so that travel retailers are kept informed.

What's In It For You?

Travel Today is offering operators editorial access to its unequalled readership of New Zealand retail travel agents and brokers. The only stipulation is that product and/or destination editorial must be newsworthy and relevant to the Kiwi market.

We define "newsworthy" as containing useful information that travel agents can use and pass on to clients . . . useful information agents' clients will not find on the internet. That's it!

There are no strings attached to editorial, but it is advertising that really generates the ultimate call to action.

And our multi-page FlipBrox eDMs are very effective in that they also appeal to both travel agents and consumers; and can deliver your collateral right to the consumer via travel retailers.

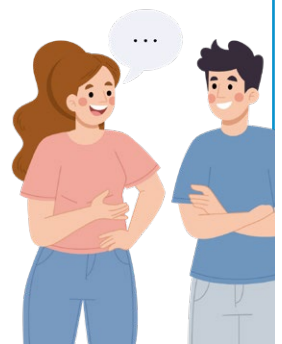
And then there is the Travel Today Facebook page which has a high consumer involvement.

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Roadshows and "the other 51 Weeks"

A comment we have often made with regular monotony has been to the effect of:

"Thank you for coming to New Zealand this week to keep Kiwi travel agents informed, but what are you going to be doing inmarket here for the other 51 weeks?"



. . . and New Products

New products are often represented at trade roadshows, but sometimes no thought appears to have been given as to where travel agents and brokers buy the product if local wholesalers or suppliers are not involved.

They are not likely to spend client funds on such products when they know nothing about the operator.

Some form of local contact makes sense.

IMPORTANT: Have you noticed that the word 'advertising' does not appear on this page (other than here)?