

1-DAY WORKSHOP: HOW TO GROW YOUR INTERNATIONAL MARKET; GETTING READY TO WORK WITH THE TRAVEL TRADE

8TH APRIL 2025: INVERCARGILL
10TH APRIL 2025: TE ANAU

Did you know that over 60% of international visitors book through trade partners? Join this interactive, practical 1-day workshop and gain the knowledge, tools, plan and strategy to successfully work with inbound tour operators, wholesalers, and travel agents.

- ✓ Understand how international distribution works.
- ✓ Learn how to price, package and present your product to the tourism trade.
- ✓ Build key industry connections & grow your international reach.

Come away with a clear strategy and the confidence to work with inbound tour operators and wholesalers effectively.

Workshop content:

Setting the scene:

- Who's who in tourism
- Your region tourism stats
- International distribution explained
- Why work with the tourism trade?
- Main markets in-depth
- Visitor trends

Preparing to work with the travel trade

- Product development for the international market
- Promotional tools
- Information the trade needs from you
- Pricing & preparing your rates (all about commissions)
- Presenting your product to the tourism trade
- Qualmark

Starting to work with trade

- Your inbound tour operator and wholesaler contact list
- Your product presentation
- Your website
- How to develop relationships with inbound tour operators and wholesalers

Growing your business through trade

- Your international distribution strategy
- Customer experience / reviews
- Hosting trade famils and international media and more...

For more info and to register, go to:

www.agritourism.nz/april-2025-trade-workshop.html

REGISTER HERE



“Thought the ‘Working with trade’ workshop was top class. Very clear. Content rich. Have started working with trade and this has helped me to leap frog months of self-learning. Thanks!

Grant Ross - Forgotten World Adventures

Who is it for: Tourism operators who are interested in growing their international market by working with the travel trade.

Presenter: Marijke Dunselman

Investment/funding: \$800 + gst pp.

Your business may qualify for part-funding through the Regional Business Network.

CLICK HERE for more info.

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