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NEW ZEALAND**

TNZ Sponsored Inbound Tour Operators Famils

Inbound Tour Operator (ITO) sponsored famils are a way for Tourism New Zealand (TNZ) to enable more famils that align with TNZ's focus on growing year-round and off-peak arrivals. Famils have been identified as the most influential way to equip international travel sellers with first-hand destination knowledge.

TNZ has made funding available to support famils out of the North American, UK and German market for front line sellers.

This process is designed for ITO's who are TECNZ and Qualmark members based in New Zealand (with/without offshore representation) that want to bring clients on famil to New Zealand.

TNZ's support is dedicated to ITOs as they have direct relationships with international travel sellers, are already actively conducting famils and provide a channel for us to influence seasonal travel.

The below document is an application form. The budget TNZ has made available is contestable, therefore applications will be reviewed by the relevant teams within TNZ and assessed against other applications.

The per attendee funding is capped at \$2,000 NZD from the UK/Germany and \$3,500 NZD from North America. Tourism New Zealand will determine the funding level based on the information provided and therefore funding may be lower than the cap.

Tourism New Zealand's strategic priorities are:

1. Build extraordinary desire for New Zealand as a year-round destination
2. Convert desire for New Zealand into off-peak visitation
3. Accelerate the New Zealand tourism sector becoming a world leader in sustainability.

Key assessment criteria that Tourism New Zealand will be looking for are:

- Group size: Minimum 1 pax, maximum 10 pax.
- Trip dates must be outside of 1 December – 28 February.
- 40% of nights must be outside of Auckland, Queenstown, and Rotorua.
- The ITO applying must have established relationships and productive booking channels in the offshore market from which they are requesting funds.
- Attendees haven't been to New Zealand or on a TNZ sponsored or hosted famil within the last 5 years.
- All attendees that TNZ supports must be at least TNZ Specialist Programme Bronze accredited before departure.
- Visibility on attendees or company's sales performance
- The famil only visits New Zealand.
- Profile information of attendee
- An outline of what the funds will be used for.



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- Tourism New Zealand only include Qualmark operators in our sponsorship activities. We will not recommend any non-Qualmark operators for inclusion in the activity or pay for any associated costs with experiencing non-Qualmark products. You can find a complete list of Qualmark operators here: [Find Qualmark Businesses](#)
- Alignment with TNZ's US and/or UK/DE team's priorities.
- Agreement to obtain and share attendee confidence to sell New Zealand, and sales/productivity data post trip, up to 12-months post.
- Obtain participants' manager approval for participation

How to apply

Please complete the form below and send the completed form to IndustryPartnerships@tnz.govt.nz. This will then be sent to the relevant market team for assessment. TNZ will aim to respond to you within 15 business days.



Application Form

Your Contact Details

Name:	
Job Title:	
Organisation:	
Contact Email:	
Contact Phone Number:	
Address:	

Criteria Questions

What offshore market are you requesting funds for?
Proposed dates for the familis
Proposed number of famil participants
Proposed regions to be visited
Do you have an existing itinerary,if so, please send it through. If no, will 40% of the trip be outside of Auckland, Rotorua and Queenstown?
Duration of famil
Will you be utilising sponsored or discounted international airline flights? If so, please list the carrier.
Are you willing to sign a sponsorship agreement with TNZ?
Please provide any other additional information that you think will be useful e.g. alignment with TNZ strategic priorities.
Please provide additional details on the proposed fam (optional)



Outline your current key business relationships and sales channels for the offshore market from which you are requesting funds

Provide a rough cost breakdown of how the support would be allocated

Do you agree to collect and share with TNZ each attendee's confidence to sell New Zealand and their New Zealand sales productivity 12-months post famil?

Attendee 1

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	



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Attendee 2

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	

Attendee 3

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	



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Attendee 4

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	

Attendee 5

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	

Attendee 6**100% PURE
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Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	

Attendee 7

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	

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Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	

Attendee 9

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	



Attendee 10

Name	
Organisation/Agency Name	
Role	
Physical Address	
Email	
Phone Number	
Latest annual NZ sales volume (gross sales & # of pax) by your business or from their business	
Attendee's NZSP status/certification level. NOTE: All attendees must be Bronze level prior to departure.	
Last time visited New Zealand and number of days spent here	
Agency Address	
Manager name and email address	
Has managers' approval been obtained?	
Consortia Affiliation (US & Canada only)	