

i-SITE NEW ZEALAND

CORPORATE PROFILE



Redwoods i-SITE



Our expert local knowledge
can now be found at more than
80 i-SITE locations nationwide

100% PURE NEW ZEALAND
newzealand.com/bsite

“ i-SITE Visitor Information Centres have been welcoming visitors and locals for more than 27 years. There are now more than 80 i-SITEs with around 500 staff. Each year, we welcome around 7.3 million in-person visits and turn over \$65 million in sales. ”



Kia Ora

New Zealand is enjoying a buoyant tourism industry which has over the past few years been going from strength to strength. Since 2013 we've seen international visitor numbers increase by more than a third to 3.7 million, and growth is expected to continue.

The growth in international visitor numbers – along with a healthy domestic visitor pool – has seen tourism become a \$36 billion industry for New Zealand, contributing one in five export dollars.

This success gives the tourism industry the space to now shift its focus from concentrated growth to sustainability and sustainable growth. This is essential to ensure New Zealand continues to reap the benefits of tourism over the long-term while continuing to provide a positive tourism experience for visitors and locals alike.

The i-SITE Visitor Information Network has a critical role to play in the sustainability of our industry. i-SITE Visitor Information Centres are in the unique position of interacting regularly with local communities as well as domestic and international visitors.

Around 7.3 million people visited one of over 80 i-SITE Visitor Information Centres across the country in 2017 alone, from the very bottom of the South right up to the top of the North. This created \$65 million in revenue across the Network.

i-SITE Visitor Information Centres are in the position to influence activities and locations visited, encourage good visitor behaviour, and display the Kiwi manaakitanga that we know brings back visitors time and time again.

It's estimated that for every \$1 visitors directly spend at an i-SITE they influence the spending of a further \$1.48 in the wider economy. As we head towards 2020, I anticipate our i-SITE Visitor Information Centres playing an equally big role in influencing regional dispersal and visitor behaviour, as well as tourism advocates in their communities.

It is against this backdrop that the i-SITE strategy for 2017-2020 has been developed.

For New Zealand to hold its position as a top visitor destination, it's essential that our visitors have excellent experiences while they're here.

Tourism New Zealand recognises the importance the i-SITE Visitor Information Network currently plays to enrich the visitor experience, as well as the importance the Network will play over years to come to support sustainability and maintain the high-calibre tourism experience for visitors and host communities.

It's through our work together that New Zealand remains one of the best holiday destinations in the world.

Ngā mihi

Stephen England-Hall

Chief Executive
Tourism New Zealand

i-SITE New Zealand Mission



Matching visitors with quality experiences, helping them to safely see and do more, creating net promoters.



Driving community and business growth through delivery of trusted information and a competitive sales channel.



Providing manaakitanga (welcome) that our host communities take pride in.

i-SITE New Zealand Vision



Customers rate us as the best official visitor information and booking network in the world.

i-SITE New Zealand and Tourism New Zealand

The i-SITE New Zealand Visitor Information Centre brand is proudly managed by Tourism New Zealand, a Crown Entity funded by New Zealand Government.

As the organisation responsible for marketing New Zealand as a tourist destination to the world, Tourism New Zealand has a keen interest in the visitor experience. i-SITE Visitor Information Centres are seen as playing a vital role in adding to the positive visitor experience.

International tourism has grown to become New Zealand's largest earner of foreign exchange, pumping around \$14.5 billion annually into the nation's economy. Over 3.6 million visitors arrive in the country every year.

Tourism New Zealand's 100% Pure New Zealand marketing campaign has evolved over the past 16 years to make New Zealand one of the world's most well-respected tourism brands.

Tourism New Zealand was established under the New Zealand Tourism Board Act 1991. It is led by a Board of Directors appointed by the Minister of Tourism and has a team of around 170 staff in 14 offices around the world. From humble beginnings in 1901, Tourism New Zealand is now the oldest tourism marketing department in the world.



i-SITE New Zealand's and the visitor experience



Redwoods i-SITE

Tourism New Zealand and Visitor Information Network Inc (i-SITE NZ)

Tourism New Zealand established the Visitor Information Network in 1990 and VIN became an incorporated society in 1999.

Tourism New Zealand manages the i-SITE New Zealand brand through funding and in-kind support to Visitor Information Network (VIN Inc), who in turn market and support the network.

This initiative helps New Zealand deliver on the promise Tourism New Zealand promotes through the 100% Pure New Zealand campaign, which is 'Every day a different journey' – the ease of accessing a range of experiences across the country.

New Zealand's reputation as a visitor destination relies on the ability to consistently provide world-class visitor experiences and ensuring we send our visitors home satisfied, building on New Zealand's reputation as the ultimate holiday destination. This is partly enabled by the success of the i-SITE network.



Alps 2 Ocean Cycle Trail, Canterbury

The visitor information centre experience

i-SITE New Zealand Visitor Information Centres are the trusted front door to New Zealand's unique offerings and experiences.

Our i-SITE operators are local experts with a passion for New Zealand. They hold information all visitors need to know about what to see, where to go and how to get there.

Our international and domestic visitors can browse and study brochures and maps in a relaxing environment, seek local advice from friendly locals, plan and book a day's activities or a full holiday.

Most centres also offer free wi-fi and cafés inside or nearby so visitors can sit and relax over a cup of coffee, digest local travel options, or connect with friends and family back home.

Visitors place great importance on face-to-face communication. They value the ability to chat directly with i-SITE staff who can offer a wealth of local knowledge and professional travel expertise.

With numerous activities to do and sights to see, i-SITE Visitor Centres provide a welcome environment, all year round where people can take their time to find out as much as they want about activities, accommodation and travel in New Zealand.

Brochures and Maps	Local Knowledge	Travel Expertise	Welcome Environment	Safety Advice	Bookings



Rotorua i-SITE

Delivering on our brand promises

Personal recommendation from friends or family remains the top reason people choose to visit a destination. So it's vital for the development of high-value tourism in New Zealand that visitor experience is positive by meeting or exceeding expectations.

i-SITE Visitor Information Centres are accredited members of the Visitor Information Network (VIN). This means each individual centre must meet Network standards, which includes ensuring staff are well trained, knowledgeable and provide objective, quality information.

Constant improvement of training and service standards are a priority for VIN to maintain a world-class experience across our i-SITE Visitor Information Centres.

i-SITE Visitor Information Centres are also Qualmark endorsed and profile those New Zealand accommodation and tourism businesses which carry the Qualmark™.

Tourism New Zealand's Qualmark is New Zealand's official mark of tourism quality. Businesses that carry the mark have been independently assessed as professional and trustworthy so visitors can book and buy with confidence.

Businesses that are eligible to use the Qualmark™ trademark are listed on the website www.qualmark.co.nz.

With quality systems in place, support from the industry and Tourism New Zealand, New Zealand is equipping itself with the systems to ensure it is able to meet and exceed visitor experience expectations and deliver on the industry goal of attracting more high-value visitors.



“It's the easiest way to get information and to book tours and accommodation during a trip.” i-SITE Perceptions Research 2017-2018

Our brand story

i-SITE New Zealand has become a recognisable and trusted brand in New Zealand. It distinguishes the official i-SITE Visitor Information Centre network from other information centres.

By combining two strong, simple images, the i-SITE logo has proven cut-through in the New Zealand tourism industry since it was developed in 2002.

The logo incorporates the internationally recognised symbol for information – the letter ‘i’ – and the Brand New Zealand fern mark, which is used in both Tourism New Zealand's offshore marketing and by Qualmark, our official tourism quality assurance provider.

The i-SITE brand represents our focus on the delivery of quality information and product. Visitors recognise the fern mark as representing excellence in tourism products and service – linking our destination marketing, quality assurance and i-SITE Visitor Information Centres together.

The i-SITE brand is often used in conjunction with Tourism New Zealand's 100% Pure New Zealand brand, leveraging New Zealand's offshore tourism marketing.



Hobbiton™ Movie Set, Matamata



Insights into i-SITE New Zealand visitors

i-SITE New Zealand participates in regular research to find out more about visitor centre users.

The research is used to help i-SITE New Zealand more effectively promote and profile the Network to ensure its members can make better informed investment decisions and align services and products to meet the needs and exceed the expectations of our visitors.

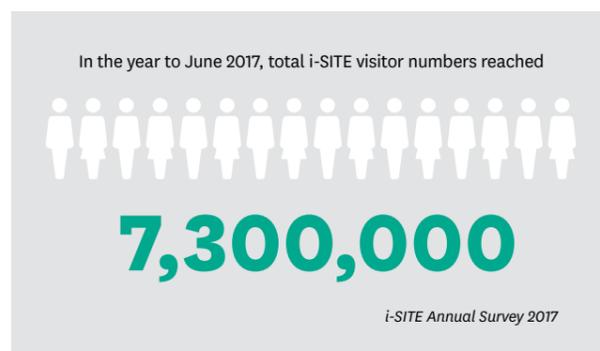
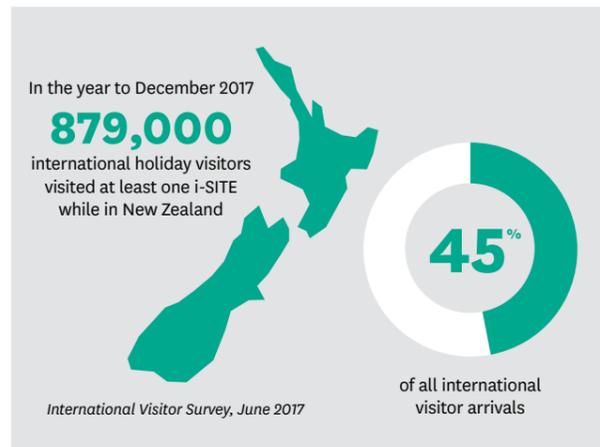
Who uses i-SITE Visitor Information Centres?

In 2017, total i-SITE visitor numbers reached 7,300,000 (i-SITE New Zealand Annual Survey 2017). This number is made up of locals, domestic visitors, and international visitors.

i-SITE Visitor Information Centres provide a service to international visitors, domestic visitors and locals. In the year to December 2017, almost 900,000 international visitors visited an i-SITE while in New Zealand. This is 45 percent of all international holiday visitor arrivals. (International Visitor Survey, December 2017)

One in 5 New Zealanders have visited an i-SITE within the past six months and 39% of domestic users at i-SITEs are local residents (i-SITE Perceptions Research 2017-2018)

“All i-SITEs are so interesting and full of information so I never miss one of them.” *i-SITE Perceptions Research 2017-2018



Adding value to local economies

i-SITE New Zealand Visitor Information Centres support their local economies by providing an avenue for international and domestic visitors to do and spend more in the communities they are visiting.

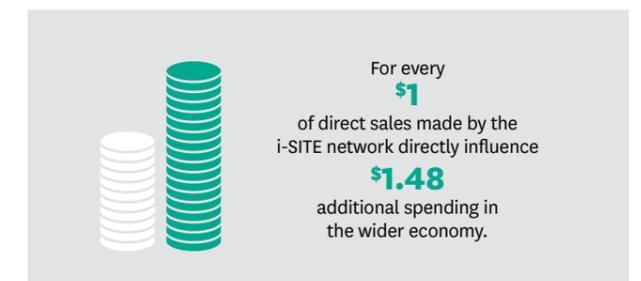
i-SITEs offer an excellent platform for local operators and service providers to promote and sell their business, and for communities and regions to promote local events and public amenities.

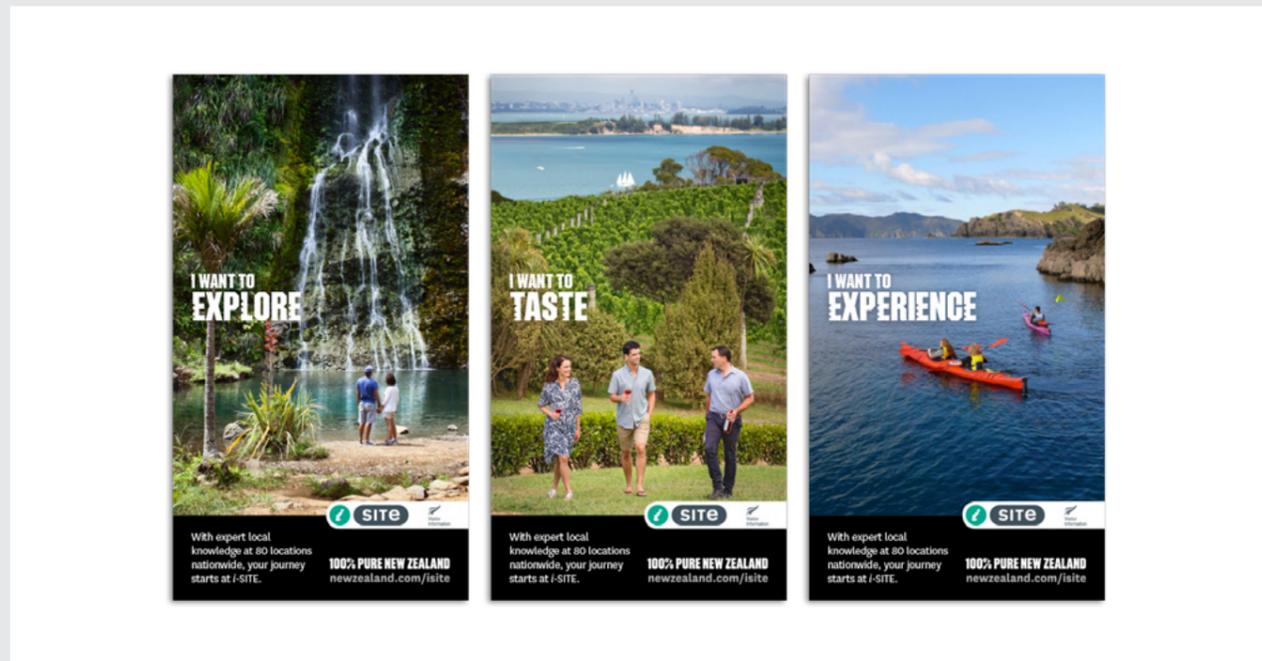
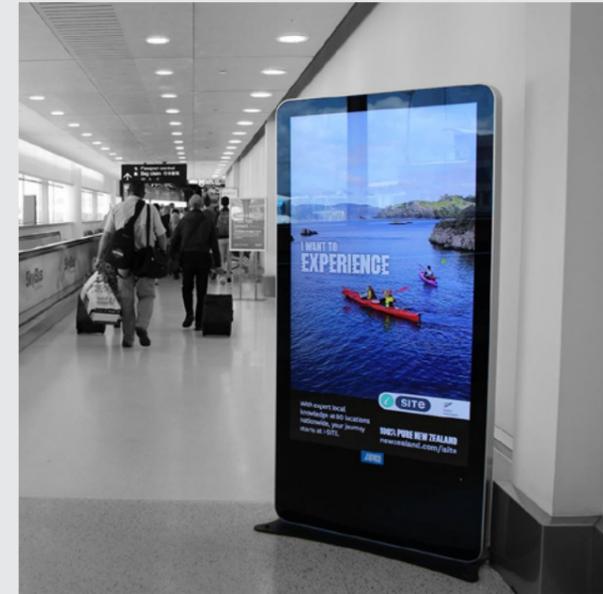
Almost two thirds of international holiday i-SITE users (64%) were influenced in their decision to use a local activity, accommodation or transport provider as a result of their visit.

i-SITE Visitor Information Centres create significant social benefits to communities, offering employment opportunities and an important community facility that:

- Displays local promotional material / brochures
- Encourages visitors to stay longer and experience more activities in the local area and region
- Enhances overall visitor experience and encourages greater local spending

For every \$1 of direct sales made by the i-SITE network, they directly influence \$1.48 total additional spending in the wider economy.





Spreading the i-SITE New Zealand word

Our marketing strategy is aimed at raising awareness of the i-SITE New Zealand Visitor Information Centre network and its services amongst both international and domestic travellers.

Our greatest opportunity is being able to leverage Tourism New Zealand's globally acclaimed 100% Pure New Zealand brand to connect arriving international visitors to our brand.

We often use these two brands together in both print and digital marketing as well as leveraging Tourism New Zealand's newzealand.com website (which attracts over 41 million visitors annually) as our digital home.

i-SITE New Zealand produces a number of resources for visitors, including an i-SITE location map, website and this corporate profile. The collateral points visitors to where they can find i-SITEs across the country and encourages multiple use of i-SITEs.

The resources are also used to promote i-SITEs offshore through Tourism New Zealand trade and consumer shows, and to advocate for continued Local Government support in the operation of i-SITEs.

Individual i-SITE Visitor Information Centres are encouraged to promote their own centre under the i-SITE brand in local tourist guides and maps and within other local community publications.

i-SITE Resources



Website



Corporate Profile



i-SITE location map

Strategy



Waitomo glow worm caves, Waikato

i-SITE New Zealand Strategy 2017 - 2020

Our i-SITE New Zealand strategy was developed during a period of consultation with our membership during 2016 and was approved by the i-SITE New Zealand Board in December 2016.

It was formulated amidst a number of challenges facing the Network, including:

- Increasing funding pressure and scrutiny from local government
- A change in the mix of international visitors with different travel preferences, resulting in reduced awareness and usage of the Network
- Average transaction values declining
- Changes in mobile technology usage by travellers

The strategy is one for the Network as a whole. Individual i-SITE Visitor Information Centres still need their own business planning documents, but this will offer guidance.

In addition to a refined mission, vision and goal, there are four key strategies that will be implemented over the current three year period.



Strategy one: Brand and Awareness

Reach more customers with a clearer value proposition

- Collaborate with Tourism New Zealand to align brand with 100% Pure New Zealand
- Encourage Tourism New Zealand to increase promotion of i-SITE proposition in-market (digital)
- Explain i-SITE concept to Asian markets
- Strengthen RTO partnerships: Target locals and their visitors to use i-SITES

Strategy two: Productivity

Simplify the business operation to drive down costs

- Enable more efficient information delivery and increase sales from a more comprehensive, live product inventory

Strategy three: Valued Network

Secure investment

- Build a stronger case for funding through improved information gathering, analysis and reporting

Strategy four: Customer Experience

Generate more net promoters

- Provide a consistent, engaging 'shop' experience with localised flavour
- Provide a personalised manaakitanga (welcome)
- Deliver visitor duty of care (freedom camping, outdoors safety, driver education, environmental care code, emergency management)
- Develop policies to support Qualmark

Through this strategy i-SITE New Zealand will achieve its vision of being a world leading official information and booking network.

Membership



Doubtful Sound, Fiordland

i-SITE New Zealand governance and management

VIN Inc is managed by a Board of Directors and Executive team. The Board consists of six directors.

VIN Incorporated is registered as an Incorporated Society with the Companies Office (number 977956) - all legal documents including annual financial reports and its constitution are available online.

Two directors and the chair are appointed by Tourism New Zealand and the other three directors are nominated and voted to the Board by the Network's members. The Executive Team is made up of Tourism New Zealand staff.

The management, administration and marketing of i-SITE New Zealand is largely funded through an annual grant from Tourism New Zealand and individual visitor centre membership fees.

The day-to-day running of individual centres is managed by their individual owners and funded by booking fees, retail

sales and other income, and is in many cases financially supported by local government either directly or indirectly.

“The value of i-SITE membership is being part of a nationwide network with a very recognisable and respected brand. As well as the availability to share information between i-SITES for the benefit of visitor experiences.”

Louise van de Vlierd, Dunedin i-SITE Manager

Membership benefits

What does the i-SITE New Zealand Network offer members?

-  Use of the Network's distinctive i-SITE brand and reputation as New Zealand's official visitor information network
-  Promotion of the i-SITE brand and Network through an annual marketing campaign
-  Access to the Network's extranet website, which provides various policies, procedures and business practice templates, research reports and training information for members' reference
-  Regular communication and networking opportunities with other members, via workshops, seminars and the i-SITE New Zealand annual conference
-  Listing on the i-SITE map distributed nationally and internationally
-  Access to benchmarking research
-  Participation in the annual Qualmark assessment process that provides centres the opportunity to evaluate their performance and to continually improve the quality of their operations and customer service
-  Access to i-SITE New Zealand training which incorporates unit standards from the national qualifications framework towards the National Certificate in Tourism Level 4 and Diploma in Business Level 5
-  Profile in Tourism New Zealand's promotional material including its website www.newzealand.com, ensuring visitors will recognise network members and the values they represent
-  Advocacy, guidance and policy direction from i-SITE New Zealand Management.



Waitangi, Northland

Contact details

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