



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2013 series:

Paul Yeo

i-SITE Executive Manager, Tourism New Zealand

The Future of i-SITE Visitor Information Centres

Wednesday 1st May 2013, 12:30 - 13:30, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

New Zealand's official information centre network, managed by Tourism New Zealand in partnership with the industry, is impacted by a changing market and recent governmental developments. Paul will be talking about i-SITE New Zealand's role within the industry, current market trends such as awareness amongst visitors, their reasons for using i-SITES and the impact of i-SITES on the decision to use an activity, accommodation or transport provider and will outline current and future marketing activities that will show how i-SITES respond to current trends and changes within New Zealand's tourism industry.

Paul oversees Tourism New Zealand's industry relationships and quality services covering Qualmark, the i-SITE Visitor Information Network and the China Market Development Unit, which monitors the quality of services provided to the Chinese ADS (Approved Destination Status) group tour market. He chairs the board of Qualmark Ltd and is the Executive Manager for the Visitor Information Network Inc. Paul has over 30 years of experience in the tourism industry.

For more information, please email: tourism@vuw.ac.nz