

In **3** formats



TABS ON
**TRAVEL
TODAY**

Keeping Tabs for over 33 Years

Business as **(un)usual**.



This document also available in FlipBrox format **CLICK HERE**



Breaking more news stories
than any other New Zealand
travel industry publication.

Consistently!

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IMPORTANT: To be read in conjunction
with the Travel Today Media Kit Ad Rates File.

Effective 01 August 2021

This version replaces all previous versions.

Profile

TABS ON
**TRAVEL
TODAY**
Keeping Tabs for over 33 Years
Business as (un)usual.

**25% OFF
New Covid
Ad Rates**

Tabs on Travel Ltd is more than just a trade press publisher. We are a communications company specialising in the travel industry. As well as being the publisher of New Zealand's leading travel industry publication, we also undertake various other communications activities.

Travel Today is an electronic newsletter e-mailed to around 2300 retail travel agents and travel suppliers as a pdf document, and is also available in mobile/tablet and FlipPage formats.

Our primary market is very much retail travel agents and brokers . . . but because of our content and reputation, Travel Today is also the must-read for the whole travel industry.

Launched in May 2002, Travel Today's newsworthy and authoritative editorial content continues to build on a solid, hard-news reputation that Tabs on Travel became known and respected for.

Consumer use of the internet means they are now far more knowledgeable about travel than they were even just a few years ago. They also ask agents about products they have found on the internet which are often at odds with "preferred" agreements.

Suppliers of travel product need to be able to communicate direct with retailers so agents can book what the client wants, and Travel Today can certainly assist in delivering that message direct to agents.

IMPORTANT — The global, ongoing calamity caused by Covid-19 has likely renewed consumers' faith in travel agents . . . even if it is only to Australia and the Pacific Islands (hopefully).

So it is equally likely that travel agents and brokers will be playing a greater role when something goes pear-shaped. Consumers will be wanting some-one local to talk to!

Travel Today continues to deliver the proven, short, and to-the-point editorial format pioneered by Tabs on Travel, and this is just one of the many factors that makes it the undisputed leader in the travel industry trade press in New Zealand.



Much of Travel Today's editorial content won't be found on the internet or other travel industry publications because our journalists have likely uncovered the story.

We do not cut-and-paste, and never have.

A focus on product news and industry affairs—along with our understanding of the industry—have also been vital components in making Travel Today required reading for both retail consultants and the wider travel industry.

Our non-sensational, matter-of-fact approach has, since 1987 with Tabs on Travel, earned us the respect of not only the readers of the news, but also the makers of the news. Travel

Today proudly continues that tradition.

It is important to note that over 78% of Travel Today's daily circulation is to paying subscribers.

A totally positive achievement in today's "free" electronic environment, and one that can only reinforce the publication's dominant market position.

NOTE: Along with all the travel industry, Travel Today has been affected by Covid-19. Our daily pre-Covid-19 circulation was over 3000, of which 85% was to paying subscribers. That number is now just over 2400, with paying subscribers down to 78%.

But, hey . . . don't take our word for it!

Ask any New Zealand travel consultant which industry publication they consistently find the most useful and informative.

We will agree with whatever they say . . . because we believe in our product.

Travel Today's Facebook page has certainly captured the attention of the local travel industry, and its engagement proves that.

It also appears to have scored a high level of consumer engagement.

In these days of massive change, Travel Today Facebook page can and does deliver a whole new, combined audience not generally not easily accessible by the trade.

Why not check it out and see for yourself.



Editorial Bullet Points To Help Us Both Maximise Your Efforts



For over 33 years, Tabs on Travel Ltd has had a policy of not trading editorial for advertising. However, Covid-19 has had an unfortunate impact.

It is a hard fact of life that it is the level of advertising that creates editorial space availability. Reduced levels of one impact on the other.

- Ideally, one person from each company should be co-ordinating the submission of editorial copy. If that is impractical because of different departmental responsibilities, please ensure that this information is forwarded to each person sending us copy.
- Should it be necessary to make changes to editorial copy already submitted, please do not just re-send it, saying "replacement copy". Call or e-mail us with an explanation if necessary so that we can quickly identify what the changes are.
- If your submitted copy did not appear, please do not just re-send it again. There may be a valid reason, or it may be in "overset" possibly to be used in following editions. Give us a call. It should be noted that every day, we receive far more editorial copy than there is space for.
- If it is imperative that submitted editorial copy goes in the next issue, please call to make sure we have received it.
- We do need your newsworthy copy, but it will have far more impact if all the product news is 'new' and not old or recycled.
- Please state in your e-mail if you intend having an e-mailable flyer or brochure loaded on to The ParkingLot on our website so we can include a link in the article.
- **Photos:** Photos are encouraged. All submitted photos must be of sufficient quality (in focus, correctly exposed and not 'manipulated' in any way) to enable acceptable reproduction, and accompanied by descriptive caption copy. When submitting several pics at once, please do not include the caption in each file name. Just name each pic with simple names (pic 1, pic 2, etc) and place all captions, with pic names, in a Word or text file and send in the same e-mail as with pics.. Only jpg or tiff files are accepted, and files intended for publication in Travel Today should be at least 150kb.

IMPORTANT:

Editorial opportunities can end up in the "too-hard" basket because of the notion that writing press releases is too difficult or too time-consuming.

To get around that, Travel Today suggests important facts be submitted as a list of bullet points instead. Our news journalists will add the 'ifs' and 'ands' in the right places, and get back to you if further information is required to make your news item work.

It is often the very first word that is the hardest part of writing a press release . . . just like a school essay!!! So don't give that another thought.

EDITORIAL should, in the first instance, be e-mailed to:
news@traveltoday.co.nz or
angela@traveltoday.co.nz

BLAME Covid-19

Covid-19 has totally changed all aspects of the travel industry, probably for ever.

As a result, Tabs on Travel Ltd is now having to re-consider its 33-year editorial policy of companies not having to advertise to get editorial published. It is advertising that generates editorial space, so whenever there is severe pressure on editorial space, it is only fair that we attempt to accommodate the newsworthy copy from those companies which are advertisers—we have to consider their position.

Travel Today receives constant streams of editorial copy from travel (and PR) companies that never advertise, however the current crisis dictates that such editorial submissions will no longer automatically be published.

It is simply going to come down to cold, hard newsworthiness . . . and space availability. And first considerations have to be to those companies that advertise.

If you are serious about what you are doing, you'd be crazy not to consider the very real benefits of advertising with the market leader. Advertising enquiries to: tony@tabsontravel.co.nz or call +64-9-415 8111

After all, what's a Big Mac without fries?

"Helping Travel Agents Look Good in Front of Their Clients"

That was one of our branding statements over 33 years ago when we launched Tabs on Travel, the forerunner of Travel Today.

Way back then we said we would be publishing information supporting agents with added product and destination knowledge, so they could pass it on to clients.

With travel agents and brokers having to compete with the ever-growing 'internet invasion', that statement is far, far more important and relevant today than it ever was.

And it is still a very major part of Travel Today's philosophy today!



Communicate more efficiently and cost-effectively with travel agents!

This suite of sales and communication tools from Travel Today is efficient, cost-effective, and simply not available elsewhere.

Call Tony on +64-9-415 811, or e-mail tony@tabsontravel.co.nz

t-mail

A division of Tabs on Travel

Another e-mail distribution from t-mail...

In line with the widespread shift away from "paper" distribution, Tabs on Travel Ltd offers its well-established and targeted distribution facilities utilising current e-mail technology. E-mail broadcasts can be either as a pdf or an html file (depending on the required objective), and distribution can either be limited to retail-only or to the total mailing list, and either nation-wide or by selected region/s. The database has around 1400 retail-only e-mail addresses. Travel Today is not aware of any other commercially-available e-mail database of travel consultants as comprehensive and flexible as that used by t-mail.

FlipBrox: Using Travel Today's FlipPage technology, we are able to deliver multi-page brochures in the FlipPage format.

FlipBrox eDMs will not only attract the attention of travel agents and brokers, it will also add considerable impact to both t-mail and ClientMail deliveries to consumers.

IMPORTANT: Electronic distributions are not sent to the handful who have advised they do not want to receive EDMs, as required by law. All distributions are processed internally by Tabs on Travel Ltd; and the list is not leased to outside users. Tabs on Travel Ltd also undertakes to protect all responses and other data held on behalf of all advertisers and clients. We have a 33-year-plus reputation to maintain.



TRAVEL TODAY Client-Mail

Another pro-active trade/consumer distribution

Client-Mail Trade/Consumer Flyers give suppliers the opportunity to present their product to consumers through the established retail agent distribution channel. Cost-effectively.

The secret is an electronic flyer that informs consumers with a call to action back to their travel agent via the modern version of the old-fashioned "agents' stamp".

Agents can use Client-Mail as a customer-retention tool, and for suppliers it's a very cost-effective form of co-op advertising. Every-one wins!!

See FlipBrox, above.



rsvp

by tabs on travel today

No longer do trade event organisers have to suffer the endless and boring task of 'cutting-and-pasting' details from e-mailed RSVPs — or even worse, decipher often-illegible faxes — and then generate an ever-changing list of attendee travel consultants or brokers.

Travel Today can take all that away when we distribute your invitations to trade events and roadshows. Organisers receive a simple-to-use spreadsheet file (containing all the requested data) which they can then use with a wide range of software. It's simple and very cost-effective . . . just think of those nasty alternatives! We can also produce attendee name badges, in either full colour, or a single colour.



TRAVEL TODAY

The ParkingLot

Advertisers can "park" their flyers, eDMs or electronic brochures in The ParkingLot for easier retrieval when their Travel Today ads contain a "click here". The ParkingLot also makes it easier for local offices to store electronic files when it becomes difficult to arrange a similar facility on their offshore corporate website. Alternatively, hyperlinks in Travel Today adverts can also point eDMs or mini-brochures—on specific pages—on the advertiser's own website.

Advertising & Marketing Opportunities with Travel Today

Communicating with retail travel agents has become both easier . . . and more difficult!! And that was before Covid

Because of Covid, damage to the travel industry knows no bounds, at both supplier and retail levels . . . and the whole product distribution infrastructure is nothing like it was prior to lockdown.

The way in which suppliers are now having to communicate with travel retailers has never before been experienced. Not only have many, many 'bricks-and-mortar' travel agencies closed up shop and moved the business home to avoid costly rents, the wholesale arms of most retail chains are now a 'shadow of their former selves'.

As we all know, no section of the travel industry has escaped the redundancy horror.

Sales reps are going to have much difficulty in calling on their travel agent clients/friends because very often they are no longer where they used to be.

So, what does this all mean, looking forward?

The role of a leading travel industry publication such as Travel Today is now far more critical than it has ever been before.

Travel Today has a range of marketing components that are unmatched . . . either by way of market penetration or by cost-effectiveness.

Every travel company is now having to be rethink how it does business in this dramatically-changed world because the old ways simply no longer exist!!!

- 1** Travel Today's approach to trade communications is based on marketing common sense, and a sound understanding of the industry. [CLICK HERE](#) to take a look at our 'Ponder This' eDM to suppliers, utilising our FlipBrox technology.
- 2** **Run-of-publication advertising** Travel Today's unmatched track record of breaking more news-that-matters stories than any other New Zealand travel industry publication means a better chance of your advertising being noticed by your target market. Our daily readership is unmatched, so advertising in Travel Today really does work!
- 3** **Destinational or Product Features** There is demand for Travel Today's feature product as clients recognise their value. Advertisers use the features as sales and training tools, and agents say the Travel Today format and updated destinal knowledge has better equipped them to sell the destination. The basic concept is one page published daily for a week—or longer—which are then collated, with a front cover, into an electronic mini-brochure. This can be modified or rebranded for distribution to agents directly . . . and even on to consumers. Our FlipBrox format increases awareness.
- 4** **Advertorial Pages** Using the true definition of term 'advertorial', these pages are designed to look like a regular Travel Today page but where the advertiser has control over 'editorial' content. This gives advertisers the benefit of Travel Today's strong market and editorial reputation. The rate for advertorial pages is the same as for regular display advertising.
- 5** **eDM (or flyer) Distributions** Electronic distributions can be limited to specific regions or market sectors and are not sent to the handful who have advised they do not want to receive eDMs, as required by law. All distributions are processed internally by Tabs on Travel Ltd; and the list is not leased to outside users. Tabs on Travel Ltd also undertakes to protect all responses and other data held on behalf of all advertisers and clients. We have a thirty-year-plus reputation to maintain.

Major Market Shift Means New Sales Strategies Are Needed

It is expected that diminished staffing levels across the industry is meaning that we will all have to work smarter. The industry is already working harder, but the future is 'smarter'.

There is evidence that 'preferred agreements' are no longer important as they may have once been, in the eyes of travel retailers, and some of that could be down to the way suppliers handled—or didn't handle—the 'refund' fiasco of last year.

There is also clear evidence that agents and brokers are going to have to create more and more packages themselves . . . to better meet requirements, demands and expectations of their clients.

Before Covid, many of those clients were 'well-informed', but they are now going to have to rely more on their travel agent or broker because of the 'travel uncertainty' we all find ourselves in.

Suppliers would earn points if they got closer to travel retailers directly, and gave them hints they could pass on to clients so as to give clients a bit of confidence to start travelling again. Consumers

who thought they knew everything are now not so confident.

To effectively sell products to New Zealand travel agents, suppliers are having to refocus on communicating directly with front-line travel consultants and brokers—the ones touching the clients—and not just to trade third-parties.

■ **Travel Today communicates directly with that target market, very effectively, so why not let us prove ourselves by trying us with your product editorial copy.**

The only condition has been that submitted copy must be newsworthy, but Covid has changed that. The significant drop in advertising has meant that there is less room for editorial because there are fewer pages, so we are obliged to consider our advertisers first when editorial space is limited.

NOTE: Travel Today does not cut-and-paste so we only publish what is deemed as really newsworthy.

Editorial to: news@traveltoday.co.nz

67% Can't Be Wrong

In a recent, independent



Satisfaction

Survey conducted by DriveAway Holidays,

67%

TRAVEL TODAY

New Zealand travel agents were asked who their 'go to' was for industry news.

67% said Travel Today was their preferred for trade news.

"Travel Today provides us all with up-to-date information, the latest offers, tours and events for land, sea and air suppliers and their products," was an agent overview.

The other publication scored 38%.

38%

TABS ON
TRAVEL TODAY

CLICK
HERE

and 'get with
the programme'

Now would be good!

By "clicking here" (above) just now, you have completed one of the most important aspects associated with electronic publications . . . the ability to access a website or document, quickly and simply.

The internet has dramatically changed the rules on advertising, so adverts in publications such as Travel Today need not be the massive size (by comparison) previously needed in print media publications.

Smaller ads in electronic publications can be just as effective — if not more so — by using the simple formula of a short, hard-hitting headline message, a logo and possibly graphics, and a [CLICK HERE](#) hyperlink back to a website home page, a pdf flyer or a mini-brochure. Frequency becomes more important than size.

However, if it's impact you are after then there is still a

real place for larger, page-dominant ads . . . with a "click here".

In fact, such larger ads can have several hyperlinks, all going off to do a variety of tasks such as downloading a range of flyers or mini-brochures, or to several specific pages on a website . . . or even several different websites.

**We want your
advertising
to work . . .
as much as
you do!**

It is unwise to pay too much, but it is worse to pay too little.

When you pay too much, you lose a little money — that is all.

When you pay too little, you sometimes lose everything because the thing you bought was incapable of doing the thing it was bought to do.

The common law of business balance prohibits paying a little and getting a lot — it cannot be done.

If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.

**TAKE OF
TRAVEL
TODAY** John Ruskin
(1819-1900)

No-Fuss Website



While there is no news content on our website, and that is intentional, it is very much a vital and integral component.

On-line payments — either by electronic banking (including POLi on-line payments), or by credit card transactions — can be completed on our website. This credit card facility (Visa/MasterCard), should appeal to off-shore clients because it enables them to dodge those hefty charges banks apply to all international electronic funds transfers. Credit card transactions attract a 2% convenience fee; however, subscription payments are exempt and have no fee.

New subscribers can organise their subscription, including payment; and advertisers are able to settle their accounts via the website.

Travel Today Initiatives That Assist Agents & Brokers

Travel Today has, over the past few years, produced reports created to assist travel agents and brokers . . . and their clients.

These include a second comprehensive report on Travel Brokers (down-loaded over 500 times); a timely report on Pre-Existing Medical Conditions; and the second and expanded edition of the Avsec (Aviation Security) advice collateral.

The latter two (shown right) are designed so that all travel companies (retails, suppliers and airlines) can forward their branded version to their client base, as a real value-add.

The Avsec collateral is the latest update, and has already been downloaded over 100 times.

All three documents, included in the Travel Today Media Kit, and demonstrate our desire to give back to the industry.



Our website also includes:

- Job ads that appear in Travel Today also feature on our website for the duration
- A Cartoon Gallery for a selection of past cartoons that have appeared in Travel Today
- A ParkingLot, with a drop-down menu for RVSP invitations and t-mail flyer distributions



CLICK HERE

to request current Travel Today advertising rates and opportunities or call Tony on +64-9-415 8111



TABS ON TRAVEL TODAY

Keeping Tabs for over 33 Years

Business as (un)usual.



Now that you know all about Travel Today, you will probably want to subscribe.

If you want — or need — to know what's going on in the New Zealand travel industry, subscribing to the 'News Breaker' is a must.

Travel Today continues to break more news stories that matter than any other local industry Atrade publication.

In fact, that happens several times every week. By doing so, it carries on the tradition established by its predecessor Tabs on Travel more than 33 years ago.

Prior to Covid, over 85% of Travel Today's circulation was paid for, but Covid has changed all that.

With travel agents in the position they are now because of Covid, new Travel Today retail subscriptions within New Zealand are FREE under a special Covid offer.

And new, non-retail subscribers are now being offered heavily-discounted special Covid rates.

[The 'News Breaker' Delivers](#)

CLICK HERE for the new subscription offers and to subscribe online now