



Tourism New Zealand Partners With Signature Travel Network to Promote Destination

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Tourism New Zealand is growing its trade, public relations and marketing activities in the lucrative premium sector by joining forces with Signature Travel Network.

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Tourism New Zealand signed a large-scale partnership agreement with the network, which represents more than 6,000 travel professionals across 445 retail travel locations in North America, generating more than \$6 billion in sales.

In the next 12 months, Tourism New Zealand will run a tailored program of marketing activities with Signature Travel Network, centered around destination training to educate the network's travel advisors on **New Zealand's** offerings in terms of luxury accommodation and experiential travel. This will also include special interest areas such as fly-fishing and golf and a dedicated webinar program.

Other activity will include attendance at trade shows, such as the network's annual general meeting in **Las Vegas**, which more than 3,000 travel advisors turn out for each year.

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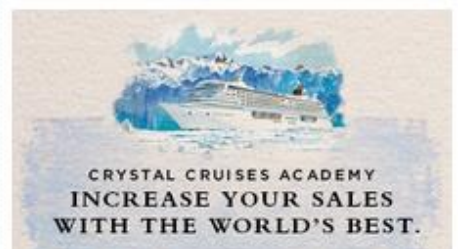
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