



**THE TRAVEL AGENTS' ASSOCIATION  
OF NEW ZEALAND**

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**News Release**

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## **TAANZ AGM SIGNALS CHANGE**

Reduced membership fees, a new brand and proposals to market the benefits of using a travel agent to consumers were announced at today's Annual General Meeting of the Travel Agents' Association of New Zealand (TAANZ).

Paul Yeo, Chief Executive of TAANZ said, "New Zealanders are great travellers, both at home and abroad and are increasingly able to research and book travel arrangements from home or work on the internet. However the choice can sometimes be overwhelming and the process time consuming, not to mention the risk of making costly mistakes. It's time we reminded consumers of the benefits of using a travel agent such as convenient one-stop access to the best prices and a wide variety of travel options and quotes from competing travel suppliers."

Mr Yeo said, "A refreshed TAANZ logo will soon be followed by a revamped website and advertising campaign that will remind consumers that whilst they can make their own travel arrangements, *without a travel agent you're on your own*. This doesn't only mean they have to do everything themselves, unaided, which can be tricky enough, but it highlights that there's not the same level of support when things go wrong."

"The campaign will commence later this year and mainly be web based, as that's where the people are that we wish to influence. It will link to a new TAANZ website that will provide people with useful travel information and the benefits of using a TAANZ bonded travel agent, including the ability to find their nearest agent."

The Annual General Meeting also announced reductions in membership fees for TAANZ full member head offices and branches.

"Fees haven't changed for several years so have effectively decreased when inflation is taken into account. The board considered that with our financial position being strong it was timely to reward our members as well as to provide them with some new initiatives such as a consumer marketing campaign and a new image," said Mr Yeo.

TAANZ reported a surplus of \$158,983 for the 2006/7 financial year bringing current net assets to \$876,730.

It was also a successful year for the TAANZ Bonding Scheme which posted a surplus of \$103,431 which followed a loss of over \$100,000 the previous year due to member defaults.

“The TAANZ Bonding Scheme continues to work well and it’s pleasing that no consumers have suffered financial loss over the default of one of our members in the 28 years since this scheme was initiated. The new TAANZ/Airline Agreement negotiated last year which involves a self-insurance scheme should see our position strengthened in future years,” said Mr Yeo

The Bonding Fund now stands at over \$1.6 million.

ENDS

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The Travel Agents' Association of NZ was founded in 1962. It represents over 475 travel agencies throughout the country who employ 3,400 staff and who carry out over \$3 billion worth of travel business annually.

*“Without a travel agent  
you’re on your own”.*